

ADM interactive

Public Sector reference projects

REFERENCES

20.04.2023

Riho Pihelpuu

| riho.pihelpuu@adm.ee

| +372 6177 600

Table of Contents

1.	About ADM	3
2.	Public portals and Intranet.....	4
2.1.	Portal for Estonian Government, Public Sector institutions, ministries and Municipalities and Counties.....	4
2.2.	Content heavy information portal for national (e)-identification/identity.....	5
2.3.	Information portal & Public websites for the Parliament of Estonia.....	5
2.4.	Information portal/Public website and Intranet for Tax and Customs Board & Estonian Ministry of Finance .	5
2.5.	Estonian vaccination Information Portal.....	6
3.	Government / local authorities digital services	6
3.1.	E-parking Parking System for Estonian municipalities (Public-Private-Partnerhip).....	6
3.2.	Call management system for Estonian Prisons	7
3.3.	Digital channels and back-end solutions for Enterprise Estonia & e-residency.....	7
4.	Internal tools & workflow solutions.....	8
4.1.	Evaluation and Self-development Environment for Ministry of Foreign Affairs.....	8
4.2.	Business diplomacy sales process management system for Ministry of Foreign Affairs	8
4.3.	Document management system for State forest management centre	9
4.4.	Data integration for Estonian Unemployment Insurance Fund.....	9
4.5.	Intranet for National and regional hospitals.....	10
5.	Public websites	10
5.1.	User friendly website for national main & regional airports.....	10
5.2.	Websites for National and regional hospitals.....	10
5.3.	Website for Tallinn University of Technology	11
5.4.	Website for University of Tartu	11
5.5.	Website for National Library of Estonia	12
5.6.	Website for Foresight Centre of Parliament of Estonia	12
5.7.	Website for National Audit Office of Estonia	13
5.8.	Website and Fundraising portal for Amnesty International UK.....	13
6.	Service, CX, UX and UI design.....	14
6.1.	Online service design toolbox for Estonian government services.....	14
6.2.	User experience analysis for Education and Youth Board	14
7.	Digital marketing & digital media.....	14
7.1.	Digital Marketing for Visit Estonia, Work in Estonia and Invest in Estonia	14
7.2.	Digital strategy, digital marketing and digital media planning for political party Reformierakond	15

1. About ADM

ADM is the biggest strategic digital solutions and digital media agency group in the Baltics, operating since 1997. We are offering full-service solutions by combining different disciplines like strategy, solution development, digital media, cloud infrastructure and start-up incubation. We have over 240 experts in the group. Our headquarter is in Estonia but we have teams and offices across Europe.

We are a family of specialized companies operating under one umbrella and governance. We can provide the best quality service concentrating on a focus area through one of our teams. Or we can take overall responsibility for solving a business requirement across all the disciplines. We can do that using a single point of contact for an integrated full-service solution, across all our specialized companies. Our uniquely diverse “toolbox” and an engaged team of world-class specialists gives us our strategic strength. This is where our competitive advantage lies: we’re able to see a bigger picture, spot more opportunities, and offer more optimal solutions.

Since the Covid pandemic started, we have been working online and have been able to successfully meet all our client's needs. We are bilingual in both English and Estonian, so no matter what language you speak, we can accommodate. Our hybrid onsite and remote setup allows us to work both online and onsite, allowing us to be flexible and adapt to your needs. We use the latest technologies to ensure that our work is of the highest quality and meets all your requirements.

2. Public portals and Intranet

2.1. Portal for Estonian Government, Public Sector institutions, ministries and Municipalities and Counties.

Solution: Government to Citizen and Citizen to Government information portal/website and online services gateway. The purpose of the government portal is to ensure the efficient exchange of information between all parties involved in government communication. The aim of the government portal is to ensure a uniform style and user-friendliness and balanced creation of state websites. The purpose of the government portal is to create a unified feeling of the country for the user and to help him or her navigate the websites of government agencies based on a similar logic. The government portal will make the work of the content editors of the website more efficient and enhance the co-operation between the agencies. Ensures better technical platform management and saves money. The solution contains several add-on microservices that process dynamic request such as site search and form submission and enable the websites to be served as a static site. This, together with a scalable infrastructure allows the government to easily and effectively handle spikes in load and defend against DDoS and cyber-attacks.

Key takeaways:

- Core solution built on Open-Source software (Drupal 9 CMS) to keep the ongoing running costs to a minimum, Responsive design for different mobile devices, GDPR compliant, different built in functionalities according to the needs of different type of government sector institutions.
- Drupal is the CMS approved by the government for all public & municipal institutions.
- Estonia has had centrally managed government-controlled Drupal 9 distributions which are used for most of government CMS projects.
- With a government procurement one company is responsible for the main distribution but other companies also must use the main government CMS distribution to build sites for the government.
- The government portal combines the websites of the government, the Government Office, ministries, and other government agencies into a virtual environment, providing a clear overview of the goals and activities of the government and government agencies.

What problem we solved: The government portal must bring issues closer to the citizens, which means that the way information is presented must change. There is too much of a clerical and official-centric view. One must think of a visitor who seeks information without having to know the tasks and services of public authorities. In particular, it means editing texts and providing photographs, map materials, graphics and other explanatory material. The environment must offer citizens the opportunity to be involved. On the one hand, this means that the portal must explain in a simple and straightforward way how the country is governed and what opportunities there are to have a say.

The goal of this solution was to build cost effective portal/website which government institutions and local counties and municipalities and cities can use to build their own information portals and websites.

<https://valitsus.ee/en>

<https://www.fin.ee/en>

<https://www.mkm.ee/en>

etc.

2.2. Content heavy information portal for national (e)-identification/identity.

Solution: Websites and self-service.

Key takeaways: Content heavy and complex solution made easy for the user.

What problem we solved: The State Information System Authority is the national competence centre of Estonia, which shapes and secures the foundations of the Estonian information society and ensures the cyber security of the Estonian state. We also manage online solutions, websites and self-service related to the ID card of the Estonian national identity card.

www.id.ee

2.3. Information portal & Public websites for the Parliament of Estonia

Solution: New web solution for Parliament of Estonia

Key takeaways: ADM created the official web solution of the Riigikogu – a large information portal based on WordPress with an integrated information system, a document and information management platform and real-time overviews of Parliament's on-going processes. Over the years, ADM has carried out development work on different Riigikogu web applications and has provided support and maintenance services.

What problem we solved: Riigikogu is the parliament of Estonia. Its 101 members are elected at general elections for a term of four years. The Riigikogu passes laws and resolutions, exercises parliamentary supervision, and ratifies international agreements. The goals of the new webpage (along with the development and maintenance work) were following: A more comprehensive overview of the Riigikogu's activities (the websites provide an overview of what is happening in the Riigikogu); introducing and explaining the work being done (the results of the Riigikogu's work are presented summarily, highlighting the important decisions and explaining their impact); increasing people's awareness of democratic governance and the functioning of the Estonian state (the website is helpful to visitors who want to increase their knowledge about Estonian governance topics); a better tool for work (the website is a useful tool for a professional visitor who needs information about the Riigikogu's work).

<https://www.riigikogu.ee/en>

<https://www.riigikogu.ee/en/visit-us/visit-riigikogu/tours-tour-guides/booking-a-tour/>

2.4. Information portal/Public website and Intranet for Tax and Customs Board & Estonian Ministry of Finance

Solution: public website and intranet solution

Key takeaways:

- The Estonian tax authority, the Tax and Customs Board, is a government agency under the Ministry of Finance that exercises state supervision and applies state coercion on the bases and to the extent prescribed by law.
- ADM developed and is maintaining the Drupal based public website and intranet solution for the Estonian Tax and Customs Board, The website of Ministry of Finances and the websites of different other sub departments of the ministry.

What problem we solved: The Estonian Tax and Customs Board, a government agency under the Ministry of Finance, needed a comprehensive solution that could effectively manage their public website and intranet. The agency is responsible for exercising state supervision and applying state coercion as prescribed by law, and required a secure and reliable system to manage their web presence.

Our team at ADM was able to develop and is currently maintaining a Drupal-based public website and intranet solution that met the agency's needs. We also created websites for the Ministry of Finances and other sub-departments of the ministry. The solution has proven to be effective in managing and organizing content, while providing the necessary security and scalability for the agency's web presence.

www.emta.ee/eng

www.struktuurifondid.ee/eng

2.5. Estonian vaccination Information Portal

Solution: New, fast web solutions to provide official information on COVID-19 vaccination in Estonia

Key takeaways: Website development, vaccination calculator, map of vaccination points

What problem we solved: To provide greater clarity to Estonian residents and improve the accessibility of frequently changing COVID-19 vaccination information, Ministry of Social Affairs / The Health Board compiled all information onto one website. In addition to website redesign and development, ADM created the COVID-19 protection calculator, which provides an overview to individuals of their completed vaccination schedule, the validity of their certificates, and the recommended date for their next vaccination. The calculator also provides recommendations for those who have already had COVID-19 and/or have not yet been vaccinated. ADM also created a map and list of vaccination points.

<https://vaktsineeri.ee/en/>

<https://vaktsineeri.ee/en/covid-19/vaccination-points/>

3. Government / local authorities digital services

3.1. E-parking Parking System for Estonian municipalities (Public-

Private-Partnership)

Solution: The solution is an open-source backend system that uses an Oracle database. It is integrated with all major mobile operators in Estonia. A mobile application has been developed for Android and iOS devices, allowing end-users to pay for parking.

What problem we solved: Smartphones are very widely used in Estonia. In larger cities, finding a parking place for a car can be quite challenging. Ühisteenusused services organize street parking for cars in Tallinn (Estonian biggest city and capital). We developed an electronic parking system in collaboration with the Tallinn city government, where it is possible to pay for parking through a mobile application and via SMS. The administration interface of this system allows issuing free parking cards, disability permits, and other discounts to local city residents.

<https://www.parkimine.ee/>

3.2. Call management system for Estonian Prisons

Solution: Together with Estonian biggest Telco company we have built call management system to all Estonian Prisons.

What problem we solved: Telecom company provided fixed phones to prisons, and we built software how prison administrators can manage who can call, how long they can speak, what are limitations to calling certain numbers, there is online tracking possibility to see who is calling who and disable calls in real time if necessary. This is only small fraction of functionality, it's advanced system where functionality system is very long.

3.3. Digital channels and back-end solutions for Enterprise Estonia & e-residency

Solution: Design and development of online solutions and various web environments, the creation of CRM and CMS systems, the management of digital marketing projects, the development of strategies and SEO, the provision of content and consulting services, and much more.

Key takeaways: We are the strategic web partner for the Republic of Estonia in creating and managing all web solutions concerning Estonian e-residency.

What problem we solved: The Enterprise Estonia Foundation, established in 2000, is a state organization whose goal is to develop the Estonian economy through various measures, including the development of Estonian companies and boosting their export capacity, as well as increasing tourism revenue and bringing high value-added foreign investments to Estonia.

We have been a development partner of Enterprise Estonia in creating more than ten separate investment programs.

www.visitestonia.com/en

www.e-estoniax.com

www.eas.ee/en/

The e-residency program, established in 2014 by Estonian state, is a personal status by which Estonia allows citizens of other countries to safely use its public and private digital services. E-residents can digitally sign documents, establish Estonian companies, and log in to portals and information systems that recognize the Estonian ID card. The e-residency program is administered by the state-owned foundation Enterprise Estonia.

www.e-resident.gov.ee

3.4. Booking Platform for e-Estonia Briefing Centre

Solution: We designed and implemented a Booking Platform for e-Estonia Briefing Centre on open-source Laravel platform.

What problem we solved: At the e-Estonia Briefing Centre, visitors are presented with the e-Estonia concept, lessons learned and challenges, as well as the future of our digital state, and act as coordinators between G2G, B2G, and B2B relations. The booking processes of the briefing centre was not digitalized and automated which caused a lot of manual work for the team. Together with the client we performed thorough business analysis, designed and implemented a solution that significantly reduces the workload of the Briefing Centre staff and allows their partners to manage their profile and information directly on the platform.

<https://booking.e-estonia.com/>

4. Internal tools & workflow solutions

4.1. Evaluation and Self-development Environment for Ministry of Foreign Affairs

Solution: The development of Evaluation and Self-development Environment for Employees of the Ministry of Foreign Affairs (HEA) from 03.2021-04.2022.

What problem we solved: Ministry of Foreign Affairs needed an internal tool for the Ministry employees. ADM played a role in the UX and UI design, making sure that the platform met all necessary user experience and interface requirements. Development was done by our partner Datanor.

The system is meant for the Ministry's officials to put through self assessments based on the organization's competency model and choose their development activities based on automatic suggestions made by the system. The system can also be used for 360 degree evaluations.

4.2. Business diplomacy sales process management system for Ministry of Foreign Affairs

Solution: The development work and support service for the information systems of the Ministry of Foreign Affairs' business diplomacy (Waonet) from 09.2020 and ongoing.

What problem we solved: Ministry of Foreign Affairs needed an internal tool for the Ministry employees. ADM played a role in the UX and UI design, making sure that the platform met all necessary user experience and interface requirements.

The cooperation with the Ministry of Foreign affairs is successful and on 04.2023 together with our partner Datanor participated in the follow-up procurement of the HEA project where we are currently waiting for the procurement results.

We have built and keep continuously improving two important systems together with the Ministry of Foreign Affairs. These applications are used as inhouse services but have the potential to also be used by other public sector organizations.

It is helping business diplomats in their everyday tasks to widen the horizon of Estonian businesses abroad and vice versa. It brings together information about ongoing projects, their statuses, activities, contacts etc.

<https://www.riha.ee/Infos%C3%BCsteemid/Vaata/waonet>

4.3. Document management system for State forest management centre

Solution: The system is developed on an open-source platform (PHP, Apache, MySQL), which does not require licenses or other commercial software modules. The system has integrated Estonian electronic signature and authentication solutions. The system supports most known document formats (Microsoft, Adobe, OpenOffice).

What problem we solved: STATE FOREST MANAGEMENT CENTRE (RMK) is a state institution responsible for managing Estonian forests. They had an issue with their internal document management system (DMS), as standard solutions did not offer features suitable for forestry-related operations. We developed a document management system for RMK, which manages the entire company's document handling process. During the process, the entire document management of RMK was digitized to eliminate paper-based documents and make the institution's work smoother.

4.4. Data integration for Estonian Unemployment Insurance Fund

Solution: This is an open-source and open-code solution that is integrated with many information systems. The main integrated information systems are document management, human resources management, and the unemployed information system.

What problem we solved: Estonian Unemployment Insurance Fund lacked a good internal system to manage various workflows and exchange internal communication. We developed an internal intranet system for the organization, which facilitates the exchange of internal information, provides an overview of employees and their contacts, tools and materials for advisors, and references to other information systems. Advising unemployed people is the main activity of the organization.

The intranet has become a central system for exchanging important internal information within the organization. It also has a social component, where employees' birthdays are displayed, and others can offer congratulations. The system is integrated with the human resources system.

4.5. Intranet for National and regional hospitals

Solution: Creation of the intranet of one of the largest hospitals in Estonia - The North Estonia Medical Centre (which includes 7 clinics and 32 centres with a total of over 4,000 employees).

Key takeaways: Together with The North Estonia Medical Centre, we built a functional, user-friendly, design-modern intranet on the WordPress platform that meets the goals set by the hospital. As part of the project, we implemented several specific interfaces with the hospital's information systems.

What problem we solved: The previous intranet of the hospital was created in 2005 and was both morally and physically outdated. The previous intranet was created on a technical platform that was no longer developed or supported. Content management was difficult. The content was inconsistent and sometimes outdated. There was no support for mobile devices.

www.regionaalhaigla.ee

5. Public websites

5.1. User friendly website for national main & regional airports

Solution: Tallinn Airport's main website and regional airport lite versions

Key takeaways: In cooperation with Tallinn Airport, we developed a completely new website concept and developed and implemented it. The new website is modern and user-friendly and fulfils the goals of various target groups - starting with presenting all the necessary information to everyday travellers, up to fulfilling the business needs of the airport.

What problem we solved: The airport's previous website was created in 2007 on a platform that was no longer supported or developed. Page content management was complex. The information architecture was confusing and made it difficult for the target groups to find the information they needed. The page was not usable on mobile devices. The airport needed a new and modern website that would meet modern standards and be attractive and user-friendly. It would be usable on both desktop and mobile devices, the content would be clearly and comprehensibly presented, and content management would be simple and intuitive. The airport needed support in the preparation of texts, translation, and the creation of all new photo material. Also, after the completion of the website, the Airport needed a permanent partner with whom to carry out further development and who would ensure that the website was always available and secure. ADM has offered all this to Tallinn Airport.

www.tallinn-airport.ee/en

5.2. Websites for National and regional hospitals

Solution: East Tallinn Central Hospital main web is built on Drupal 9, but Maternity hospital is separate and built on Wordpress.

What problem we solved: East Tallinn Central Hospital main web is built on Drupal, but Maternity hospital is separate and built on Wordpress. Goal is to integrate Maternity hospital's content to main web.

<https://www.itk.ee/en>

5.3. Website for Tallinn University of Technology

Solution: ADM built the TalTech website on a decoupled Drupal 8 back-end + React front-end platform that can withstand very heavy loads of content and has high security requirements.

Key takeaways:

- Tallinn University of Technology (TalTech) is the only flagship in engineering and IT science and education in Estonia, providing higher education at all levels in engineering and technology, information technology, economics, science, and maritime.

What problem we solved: Our objective for this university website project was to create a comprehensive solution that effectively communicates the university's message and brand identity while delivering an exceptional user experience for students, faculty, and staff. We achieved this by utilizing a decoupled Drupal 8 back-end with a React front-end platform, which allowed for seamless content management, scalability, and security. The result was a high-performing website that could handle heavy traffic while protecting against potential threats, providing peace of mind for the university's IT team.

<http://taltech.ee>

5.4. Website for University of Tartu

Solution: The external website of the University of Tartu is a content management system based on the Drupal platform, the purpose of which is to address various target groups related to the University of Tartu. It is an extremely large (about 60 domains) solution that uses the Drupal 9 domain access module. The Drupal 9-based website was announced in January 2022.

Key takeaways:

- The University of Tartu is the leading research university in Estonia and the only Estonian-language universitas – comprehensive university – in the world.
- Its competitive advantages are internationality, the quality of teaching and research, and diversity.
- It is an extremely large (about 60 domains) solution that uses the Drupal 9 domain access module.

What problem we solved: The University of Tartu needed a new website that could effectively connect with various target groups while effectively communicating its values of internationality, high-quality teaching and research, and diversity. The existing website was not meeting these needs, and it was clear that a new, more extensive solution was required.

Our team was able to develop a Drupal 9-based website that utilized the domain access module and included around 60 domains. This comprehensive solution addressed the problems of the existing website, providing excellent user experience, content management, and scalability. The

new website effectively communicated the university's message and brand identity, contributing to its global reach and helping it to maintain its position as a leader in research and education. www.ut.ee

5.5. Website for National Library of Estonia

Solution: A new website for The National Library of Estonia that brings together nearly 50 databases.

Key takeaways: User experience and user interface design of the information system; analysis of information architecture; UX prototyping in Figma and user interview tests. Developed on WordPress platform, which makes it easy for library employees to create and manage content without requiring technical expertise and can be easily integrated with a wide range of third-party tools, such as Google Analytics and email marketing platforms.

What problem we solved: The National Library of Estonia serves as the main research library in Estonia and offers a variety of services to its users, including online access to digital resources and databases. The goal of the new National Library website was to structure the extensive material under different thematic categories and make the journey to desired information easy and convenient for visitors to the website. The new website is now clearly structured similarly to an information portal and serves as an entry point for both literature and educational programs, bringing together several blogs as well as information about the library's events and services. Information retrieval is supported by a keyword system that links similar content together. The new webpage is optimized for mobile and desktop devices.

<https://www.rara.ee/en/>

Solution: A separate website for the National Library that connects 2 different services.

Key takeaways: UX and UI design for the website/login page to combine two different environments - My Library lending service and My Library e-lending service. Development of the website on WordPress platform based on UX/UI prototyping results and requirements document.

What problem we solved: My Library (MiRKO) service is operated by the National Library of Estonia. My Library (MIRKO) is an online library service in Estonia that allows users to browse, borrow and read e-books, audiobooks, and other digital materials from Estonian libraries. The goal was to create a visually pleasing and modern user interface design that guides customers to the service that interests them, and to develop a cost-effective website that supports My Library's (MiRKO) mission and vision.

<https://mirko.ee/en/home/>

5.6. Website for Foresight Centre of Parliament of Estonia

Solution: New webpage for Foresight Centre

Key takeaways: Analysis of existing website and brand design; analysis and creation of information architecture; UX/UI design and creation of desktop and mobile prototypes. Website development (WordPress platform), SEO optimization

What problem we solved: The Foresight Centre is a think tank at the Estonian parliament; its tasks include analysing long-term developments in the society, identifying new trends and development avenues, and drafting development scenarios. The Foresight Centre bases its studies on a variety of possible developments and outlines alternative scenarios. The goal of the project was to create a new website with the aim of improving usability and visibility. A prototype for the new website was created (emphasis on restructuring of information) and user-friendly components were designed and developed.

<https://arenguseire.ee/en/>

5.7. Website for National Audit Office of Estonia

Solution: A solution based on the Microsoft content management system (CMS) that allows for easy website management and configuring keywords for Google and other search engines.

What problem we solved: National Audit Office of Estonia monitors all Estonian state institutions. The main problem was that the organization did not have a good website and visual image to convey what they do and what their focus is. We helped to create a visual identity and worked with the organization to develop a content structure that conveys information about the organization and its activities.

<https://www.riigikontroll.ee/>

5.8. Website and Fundraising portal for Amnesty International UK

Solution: We have built an extensive Drupal based online solution which securely handles huge loads of traffic. The Drupal solution includes different types of content and functionality for Amnesty to deliver content (managed by hundreds of content editors), engage audiences, raise funding and manage their communities and members. Implementation of custom developed Drupal reusable component library (stable high code quality, shorter deadlines, no duplicate work, easy to maintain and further develop, lower the overall maintenance costs, automated updates across all libraries).

Key takeaways:

- ADM has been Amnesty International's web development and cloud hosting partner since 2013
- We are managing cloud hosting and dev-ops services on Amazon AWS infrastructure.
- ADM developer their new and user-friendly custom donation system and onboarding flow for their more than 10 million members and supporters.

What problem we solved: Our team developed an extensive Drupal-based online solution for Amnesty International that securely handles huge traffic loads while providing a wide range of content and functionality. The solution was designed to engage audiences, raise funds, and manage communities and members. Hundreds of content editors can easily manage and deliver content using the Drupal solution.

We also implemented a custom Drupal reusable component library that ensures high code quality, shorter deadlines, no duplicate work, and easy maintenance and development. This has resulted in lower overall maintenance costs and automated updates across all libraries.

<https://www.amnesty.org.uk/>

6. Service, CX, UX and UI design

6.1. Online service design toolbox for Estonian government services

Solution: E-service design toolbox - A go-to platform that guides the product owner through service design process and provides tools, guides, case studies and know how in context

What problem we solved: The goal of this project was to create a public service design toolbox that would help public service designers when designing new services with necessary tools and guidelines as well as different case studies and experiences. This project involved: analysis of existing guidelines and materials as well as requirements and laws; designing the toolbox and platform, copywriting and development.

<https://digiriik.eesti.ee/en/>

6.2. User experience analysis for Education and Youth Board

Solution: The User Experience Analysis for the Information system for continuing education Juhan

What problem we solved: Goal of the project was the analysis and functionality mapping of the existing system and suggestions for improving the user experience, including user interviews, user tests, etc. The end result was an input for the necessary future development plans.

<https://koolitus.edu.ee/>

7. Digital marketing & digital media

7.1. Digital Marketing for Visit Estonia, Work in Estonia and Invest in Estonia

Solution: All of Work in Estonia and Invest in Estonia and Visit Estonia digital marketing actions to attract talent and foreign investments and tourists to Estonia are/where conducted by us (strategy, implementation, optimization, and analysis).

What problem we solved: The goal of Work in Estonia is to introduce Estonia as an attractive place to work and live to talented specialists worldwide. The organization also works towards simplifying the process for local companies to employ overseas experts.

Work in Estonia is a part of Enterprise Estonia – a national foundation to support entrepreneurship. Their budget comes from Estonia's ICT development program, as well as from government funding.

The Estonian Investment Agency (EIA), a part of Enterprise Estonia, is a government agency promoting foreign investments in Estonia and assisting international companies in finding business opportunities in Estonia.

<https://www.workinestonia.com/>

<https://investinestonia.com/investment-agency/>

<https://www.visitestonia.com/en/>

7.2. Digital strategy, digital marketing and digital media planning for political party Reformierakond

Solution: We have been a digital partner for the biggest political party in Estonia.

What problem we solved: The cooperation is not only during elections, but we have created a long-term digital strategy how to reach our target group with tailor made relevant messages (our unique technical solutions allow us to target niche segments with relevant banners created automatically. We are responsible for all of their digital marketing and media activities.

Reformierakond has been the winning party since the start of our cooperation.

www.reform.ee

ADM Interactive
Kultuurikatel, Põhja pst 27a
Tallinn, 10415
Tel +372 617 7600
E-post info@adm.ee