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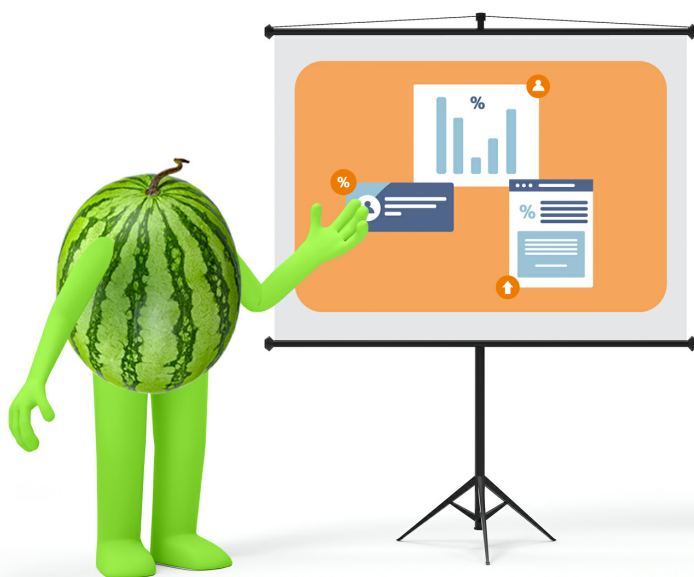
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## ***AUTOMATION MARKETING IN RESEARCH UNIT — REAL VALUE OR EFFECTIVENESS FANTASY***

## AUTOMATION MARKETING IN RESEARCH UNIT — REAL VALUE OR EFFECTIVENESS FANTASY

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### Summary

The aim of the article is to present the issue of Marketing Automation (MA, automation of marketing) and the possibilities of its use in the operational activity of research and scientific entities. MA is a modern, advanced technological solution aimed at improving marketing processes and wider use of data on the market and customers. In recent years it has been one of the most important trends in modern marketing, at the same time posing a real challenge for organizations operating in the field of science and research. The article discusses the experience of the Central Mining Institute, related to the implementation of solutions such as Marketing Automation, treated here as a case study.

**Keywords:** marketing, automation, MA, lead generation





## Introduction

The aim of this article is to present the issue of Marketing Automation (MA) and the possibilities of using its tools in the operational activity of research and scientific entities.

Marketing Automation (MA) is one of the most important trends in modern marketing being a real challenge in terms of its use to build competitive advantage. MA is a modern, advanced technological solution aimed at improving marketing processes and wider use of market and customer data. In everyday work it means all activities in the field of automation of communication processes with potential and current customers.

The automation of marketing processes began to develop already in the 1990s with the development of the first Customer Relationship Management and CRM platforms (Biegel, 2009). However, there is a fundamental difference between the systems. CRM is used primarily to manage relations with existing customers and to build relationships with them, and its primary function is to store information about consumers, which are used to personalize the offer. MA focuses primarily on potential customers (so-called "leads"), and its main goal is to generate leads.

The term "marketing automation" was first used by John D.C. Little during his speech at a marketing seminar in 2001 and referred to the support of marketing decisions made on the Internet (Little, 2001). The first MA applications were developed in the USA after 2000 and after 2010 about 30% of large American companies used marketing automation (Błażewicz, 2012). Current financial data show that USD 11.4 billion were invested in MA tools worldwide in 2017 (Sweeney, 2018). In Poland, the suppliers of these systems record annual revenue growth at the level of 50%, which proves the development of this market (Peszko, Chraćhol-Barczyk, 2015).

Automation of marketing can be considered on two levels. On one hand, treated as a philosophy of action, it assumes the target integration of all channels of reaching the customer and, thanks to automation, maintaining relations, e.g. social media, e-mail, content. The other option focuses on the assumption that it is a software, a system using data to optimize marketing and sales activities. It allows for monitoring and analysis, segmentation and automation of offering and building

relationships (Prószyński, Szarras, 2016). In this respect, it is emphasized that MA strengthens the attractiveness of B2B (business to business) activities by improving and accelerating the process of qualification of leads, i.e. potential customers, in order to personalize the offer (Järvinen, Taiminen, 2016). The process of customer acquisition with MA is basically simple. First of all, the system is responsible for generating traffic on the company's website, then for acquiring leads that are run and classified in an individual way, thanks to the knowledge constantly gathered about them. Ready-to-purchase leads are then transferred to the sales department (Bajdak, 2016).

In this article we assumed that MA is a technology that allows to automate and measure marketing tasks and workflow in order to increase operational efficiency and accelerate revenue growth. Properly formulated content is delivered to potential customers and business partners by means of a pop-up banner, e-mail or redirecting to social media at the most appropriate time. With the use of a tracking system on the website, it is possible to address campaigns targeted at potential business partners. After completing the contact form, the system adds the potential customer to the customer database and collects information about his interests and habits within the existing CRM management system. As a marketing process, it optimizes the procedures of contact with the customer, saving costs or being a factor enabling this contact (Heimbach, Costa Rica, Hinz, 2015). Therefore, the basic areas of MA activity usually include: building a database of potential customers, stimulating the potential customer, maintaining the acquired customer and developing relationships, cooperation with the department, as well as segmentation and profiling of customers in terms of the transmitted content (Kordowski, 2019). It is most often used for mailing campaigns, automation of repetitive business tasks, creation of lead database and development of sales strengthening campaigns (Todor, 2016). Respondents of B2B Technology Marketing Community research in a group of 900 American companies indicated that the most important functions of MA are lead streaming (48% of answers), integration with CRM, social media, mobile telephony (46%), analysis and reporting (42%), lead scoring and lead qualification (38.4%) (Manago rooms, 2014). It should be explained that lead mainstreaming

means a system that equips a potential customer (lead) with knowledge and information that prepares them for making a purchase decision (Błażewicz, 2012). Lead scoring means automatically assigning points (or positions) to a specific lead on the contact card for each interaction with the company, e.g. by clicking on a banner, which allows to determine the level of engagement and purchase readiness of such a client.

MA's biggest tool suppliers claim that it allows to run campaigns in all channels simultaneously, assuming of course that these are online channels (Bagshaw, 2015). The decision to use this type of activities is not always easy. 61% of companies admit that the implementation of marketing automation was difficult, and only 8% of the companies that invested in MA recorded an increase in profit within six months (b2bmarketing, 2015). D.Murphy points to the importance of several elements of MA's effectiveness including: delivering the right content at the right time, setting realistic expectations and constantly investing and relocating found efficiencies (Murphy, 2018).

Experience with the implementation of Marketing Automation solutions in the activities of research and scientific entities was discussed on the example of the case study of the Central Mining Institute.

The case study is a special type of in-depth analysis based on existing sources. The research methodology based on the case study is based on the assumption that the focus is on in-depth knowledge of a phenomenon that has already taken place. This is also the case with this paper. For the analysis of quantitative data, an analytical tool designed to sell services based on behavioral analysis of users of the website, Marketing Automation system called ipresso, was used.

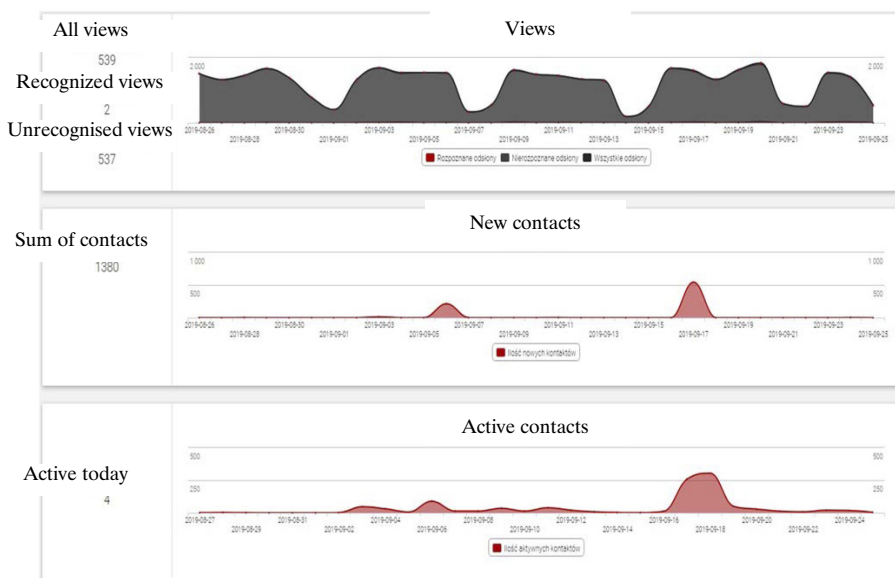
### **Application of MA in a scientific entity.**

#### **Case study of the Central Mining Institute**

Taking into account the proper functioning of the marketing automation system, the Central Mining Institute started its implementation work by designing a completely new website and its

architecture, which is to provide users with comprehensive information about the offer. Preparation of a special JavaScript code and its implementation in the structure of the [www.gig.eu](http://www.gig.eu) website allowed the Institute's marketing services to better understand the needs of potential customers and adjust the appropriate commercial offer to them. Subscription forms were prepared, which provide the possibility of transferring key data, such as e-mail address, marketing consent and interest in a specific field of science. After subscribing to the form, the client goes to the contact manager and becomes a monitored contact. On this basis, the history of activity of each client browsing the Institute's website is built, an example of a solution is presented in Fig. 1.

Figure 1. Sample information on visitors to the CMI website



Source: own elaboration, source ipresso — Marketing Automation system, access 20.09.2019.

As a user of a marketing automation system, CMI see how much time each customer has spent browsing the pages devoted to selected fields of science and individual categories. Based on this knowledge, the

Institute's marketing services develop user paths (Customer Journey). It is on their basis that personalized offers are displayed in the form of pop-ups, emails and web-push. All creations are created in a special interface and then used in automated newsletter dispatch processes and customer satisfaction surveys. These data are shown graphically in Figures 2 and 3.

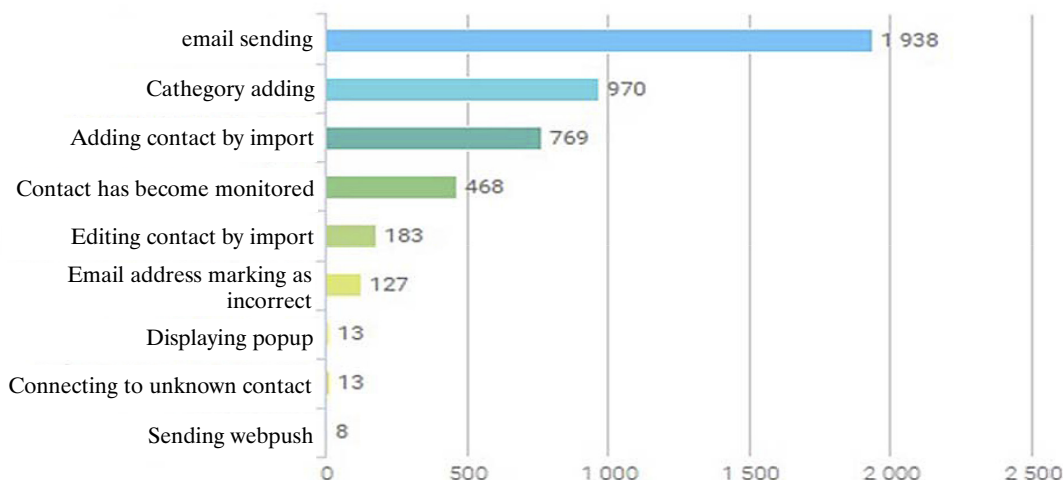
Figure 2. An example of the history of lead activity can be found at gig.eu



Source: own elaboration, source ipresso — Marketing Automation system, access 20.09.2019.



Figure 3. The most common activities at gig.eu



Source: own elaboration, source ipresso — Marketing Automation system, access 20.09.2019.

In marketing automation, platforms enabling the creation of advanced business scenarios automating the entire process of interaction with the lead from the first contact, through the process of acquisition, education, conversion, to subsequent sales and activation are a standard. One of such tools is the iPresso system, which is used in the Central Mining Institute. Its implementation allowed to triple the customer base from 476 to 1,380 contacts in one year, and their number is still growing. On the basis of the collected data, a decision was made to start activities related to launching:

- a personalized pop-up for anonymous visitors,
- sending a web push message to anonymous visitors,
- an emailing campaign to a specific group of recipients.

## Pop-up

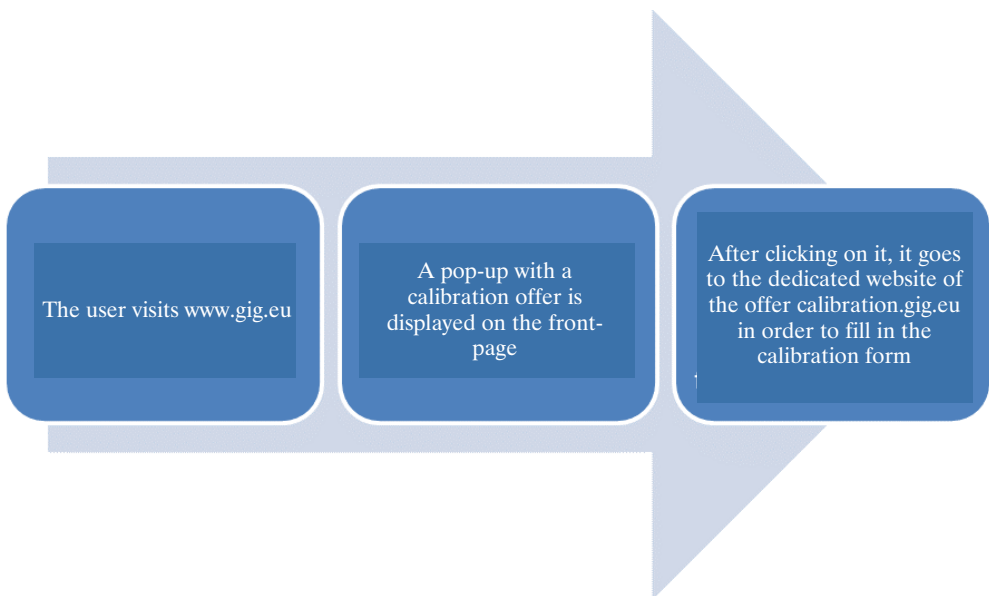
Pop-ups are pop-up windows that appear on a web page and contain an additional message. However, this definition includes many variants

of this form of communication. The main types of pop-ups that are currently used are:

- welcome mat, windows that "darken" the entire page like a roller blind, window pane,
- overlay, pop-ups displayed in the middle of the screen, above the content,
- upper banners, appear above the content, are small and do not interfere with the comfort of browsing the content of the page,
- Slide-in boxes, "slip out" from the side or bottom of the page, but remain on the sidelines of the main content.

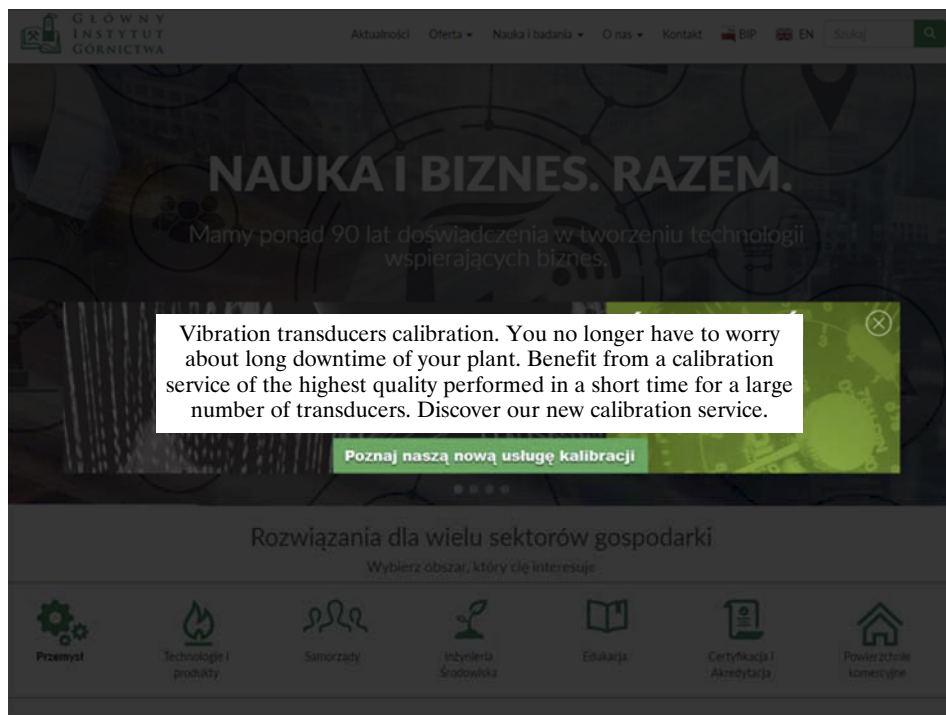
The following are the actions carried out in the field of personalised welcome mat pop-ups (Fig. 5) for anonymous visitors to [www.gig.eu](http://www.gig.eu) on the example of the calibration offer for vibration transducers. The operating diagram is shown in Figure 4.

Figure 4. A diagram of how a personalized pop-up works on the CMI website



Source: own elaboration.

Figure 5. 5 A personalised "welcome mat" pop-up view on the CMI website



Source: Own elaboration, source: [www.gig.eu](http://www.gig.eu), access 20.09.2019.

The pop-up campaign was conducted in the period from 1.07.2019. The pop-up campaign was conducted from 1.07.2019 to 20.09.2019. The click rate (CTR, click through rate), i.e. the percentage of users who completed the desired action (e.g. familiarizing themselves with the offer) after clicking on the pop-up was only 2%. This level indicates low effectiveness of the presented offer which did not gain interest of users due to the fact that it was displayed on the front page of the page and not in a dedicated section or subpage. The average cost of a single click on an advertising banner (CPC, cost per click) for a pop-up tool at the level of 35 PLN is very high due to the assumed cost assumption. The conversion rate, i.e. the percentage of recipients who clicked on the pop-up and did the desired action, such as filling in a contact form or purchasing a product, was 4.65%. This level is higher than that of paid campaigns. The results and effectiveness of the action are shown in Table 1 and Fig. 6.

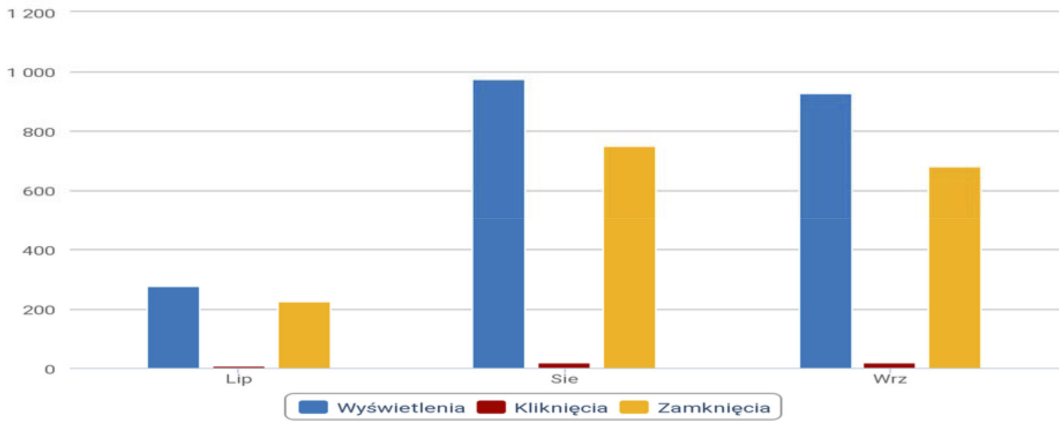
The results were obtained with the use of an analytical tool designed to sell services based on the behavioural analysis of the users of the Marketing Automation system called ipresso.

Table 1. Effects of a pop-up on the CMI website

Views	Clicks	CTR	CPC	Leads
2173	43	2%	35 PLN*	2

Source: own elaboration, source ipresso — Marketing Automation system, access 20.09.2019.

Figure 6. Results of the pop-up campaign on the CMI website



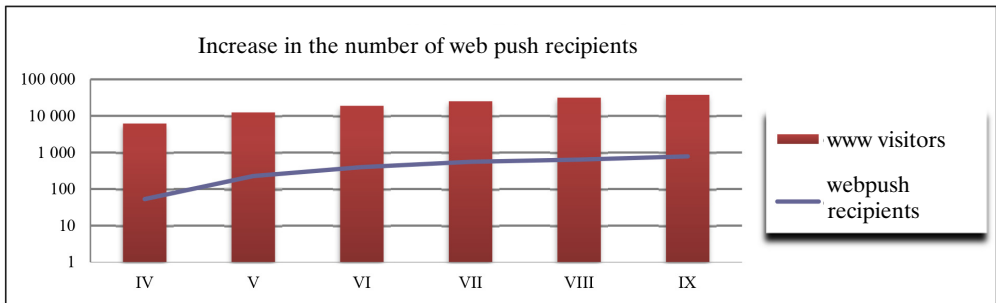
Source: own elaboration, source ipresso — Marketing Automation system, access 20.09.2019.

### Web push

This form of communication gives marketing services a wide range of possibilities allowing them to reach people using web browsers in real time. Web push are small windows that appear in the lower right corner of the screen (on Apple devices it is the upper right corner), containing graphics and short text. After clicking on them, the user is moved to any URL (Uniform Resource Locator) defined before sending.

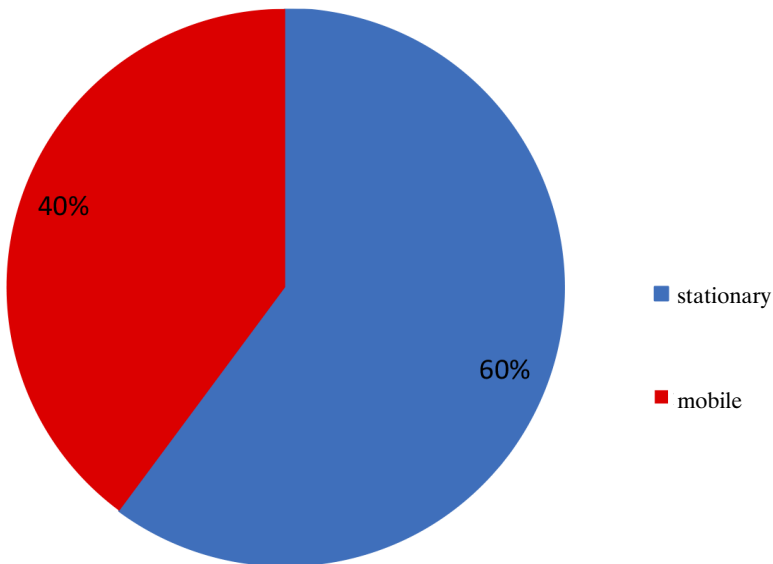
The percentage of visitors to gig.eu who signed up for web push notification between 1.4.2019 and 30.9.2019 was 2%, as shown in Figures 7 and 8.

Figure 7. The increase in the number of web push users on the gig.eu website in the period 08 — 09.2019.2019



Źródło: own elaboration, ipresso source — Marketing Automation system, access 30.09.2019.

Figure 8. Web push recipients by device, in the period 08-09.2019.2019

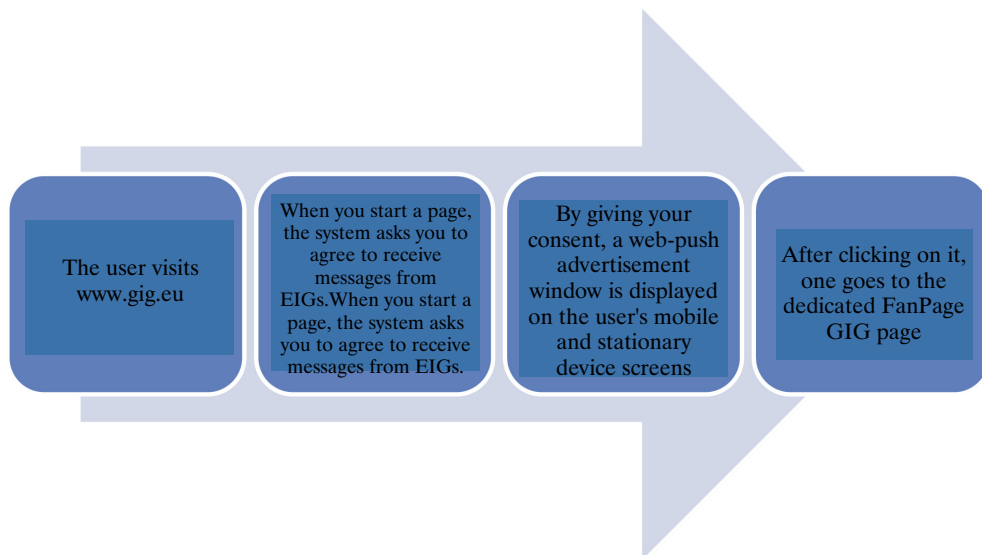


Source: own elaboration, ipresso source — Marketing Automation system, access 30.09.2019.



The activities carried out for the mining fair 2019 in the field of personalised web push for anonymous visitors are shown below. The diagram shows Fig. 9 and the visualization of the activities in Fig. 10 and 11.

Figure 9. A diagram of how a personalized web push works on the GIG website



Source: own elaboration.

The web push campaign was conducted in the period 08-09.2019 on the CMI website using a rejection rate of 15.01% of all web-push messages sent that were not delivered due to web browser configuration. The level achieved is lower than that of emailing campaigns, but satisfactory. The percentage of web push messages actually delivered to users at 84.99% confirms the high effectiveness and completeness of the list of correct addressees. The click rate, i.e. the percentage of users who completed the desired action (entering the FB and familiarizing themselves with the offer) after clicking on the pop-up was 2.8%. The average cost of a single CPC click for a web push tool at the level of 83 PLN is several times higher than the described pop-up. The percentage of recipients who watched the advertisement, clicked on the link and did the desired action (registration of participation in the fair by sending an

Figure 10. 10 Web push on the GIG website



Source: own elaboration, access 30.08.2019.

Figure 11. FanPage GIG: website promoting the Mining Fair

Source: own elaboration, access 30.08.2019.

e-mail to the indicated address) was 5.56%. The results and effectiveness of the action are shown in Table 2 and Fig. 12. The results were developed with the use of an analytical tool designed to sell services based on the behavioural analysis of the users of the Marketing Automation system called ipresso.

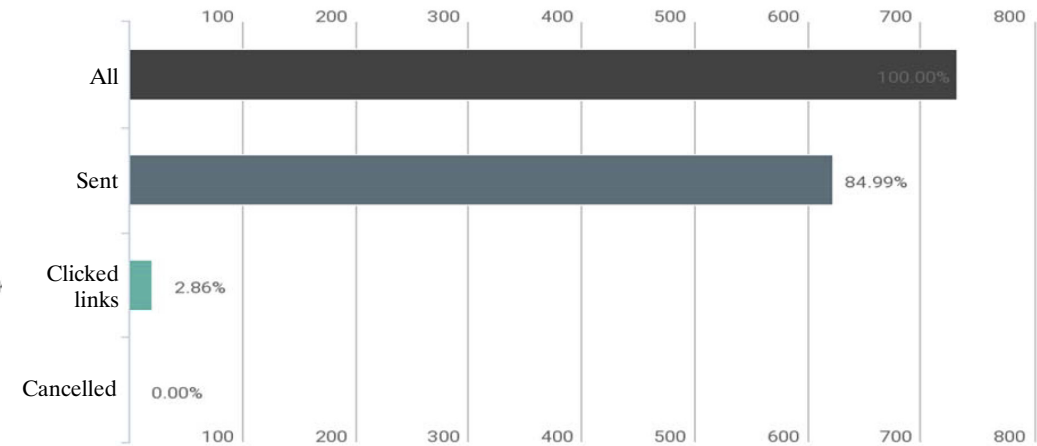
Table 2. Effects of the web push action on the GIG website, in the period 08-09.2019.2019

Views	Clicks	CTR	CPC	Leads
624	18	2,8%	83 PLN*	1

Source: own elaboration, ipresso source — Marketing Automation system, access 30.09.2019.

Figure 12. Results of the web push campaign on the CMI website, in the period 08-09.2019

Report for: International Trade Fair for Mining, Energy and Metallurgy 2019



Source: own elaboration, ipresso source — Marketing Automation system, access 30.09.2019

At this point it is worth stressing the factors that particularly influence the high level of conversion of this form of communication to which they belong:

- directness, to save notifications and receive them just one click in the browser, the subscriber does not have to enter the mailbox or mobile application to see the message,
- difficult to overlook, for example in the case of Google Chrome, the notification will not disappear from the desktop until the recipient clicks on it or closes it, so there is no risk that it is displayed and disappeared when the user was not at the computer,
- no spam at all, web push notifications are a marketing channel completely deprived of the possibility of spamming the recipients. We are not able to buy such a database, or obtain it in any other way than by clicking on the browser on the subscriber's side. After unsubscribing from the subscription, it is not possible to restore the database to the list until the recipient does it herself/himself. More and more recipients know about it and decide to receive messages e.g. about promotions of particular products via this medium (Worodyńska, 2018).

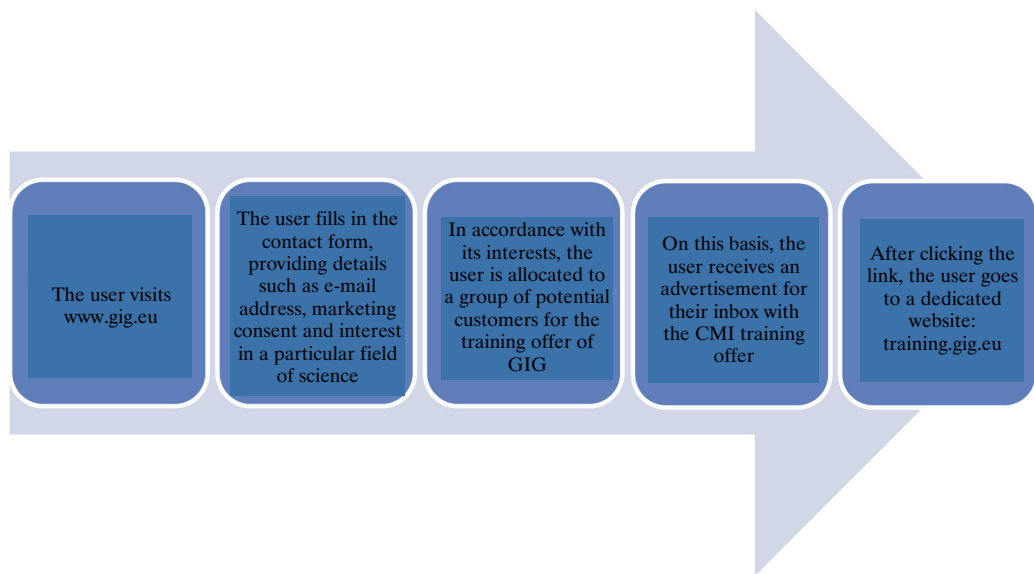
## E-mailing

E-mail marketing is one of the forms of direct marketing that uses e-mail for communication. The main objectives of e-mail marketing are to create and maintain customer relationships and sales. The unquestionable advantage of this form of communication is the possibility of high personalization of the message. The activities carried out for the mining fair 2019 in the area of personalized e-mailing for a specific group of recipients are presented below. The diagram of the action is shown in Fig. 13 and the visualization of the actions in Fig. 14 and 15.

The campaign was conducted in the period from 07-09.2019.2019. A level of over 91.82% of e-mails actually delivered to inboxes, calculated by subtracting hard (outdated email addresses) and soft rejections (7 deleted consents) from the total number of emails sent, and then dividing this number by the total number of emails sent, shows that an emailing campaign is characterized by high effectiveness of delivered emails. A high delivery rate means that the CMI has a complete list of

many valid addresses. In terms of rejection rates, the percentage of all e-mails sent that could not be delivered to the recipient's inbox, known as 'rebound', was determined. The obtained level of about 8.18% of reflections from the campaign informs that the Institute looks very reliable in the eyes of the Internet service provider.

Figure 13. A diagram of how a personalized web push works on the CMI website



Source: own elaboration.

The click rate, i.e. the percentage of users who completed the desired action (e.g. entering the website and/or filling in the form of generating potential customers) after clicking on the active link was 15.8%, and is the best result among the Marketing Automation tools presented above. The average cost of a single CPC click for a pop-up tool at the level of PLN 14 is the lowest of all presented in the article. The percentage of recipients who watched the advertisement, clicked on the link and did the desired action, such as registering a desire to participate in postgraduate studies was 39.81%. The high score is due to a well-personalized email database. The results and effectiveness of the action are shown in Table 3 and Fig. 15.



Figure 14. Post-graduate MBA studies/course for supervisory board members



Jeżeli masz problem z wyświetleniem kliknij tutaj.

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**DOWIEDZ SIĘ WIĘCEJ**

Wiadomość została wysłana przez Centrum Szkoleniowo-Informacyjne GIG.  
Jeżeli nie chcesz więcej otrzymywać takich wiadomości kliknij tutaj

Source: own materials, ipresso source — Marketing Automation system, access 30.09.2019.

Figure 15. A view of the training website.gig.eu



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**Centrum Szkoleniowo-Informacyjne** to jednostka Głównego Instytutu Górnictwa oferująca różnego typu formy edukacji i szkoleń, w tym studia podyplomowe, kursy i szkolenia, a także dostęp do najbogatszych w regionie zbiorów bibliotecznych z zakresu górnictwa i inżynierii środowiska; usługi normalizacyjne oraz usługi wydawnicze i biuro tłumaczeń.

W oparciu o współpracę z jedną z najlepszych uczelni wyższych w kraju, jaką jest Szkoła Główna Handlowa z Warszawy, realizujemy studia podyplomowe, w całości prowadzone przez doświadczoną kadrę naukową z tejże uczelni, po ukończeniu których absolwenci otrzymują świadectwa ukończenia studiów podyplomowych Szkoły Głównej Handlowej.

Do dyspozycji Państwa są nowoczesnie wyposażone, klimatyzowane sale wykładowe, 2 salki komputerowe ze stałym łączem internetowym, aula wykładowa na 100 osób, biblioteka naukowa oraz zaplecze gastronomiczne. Centrum Szkoleniowo-Informacyjne jest również dostosowane do potrzeb osób niepełnosprawnych.

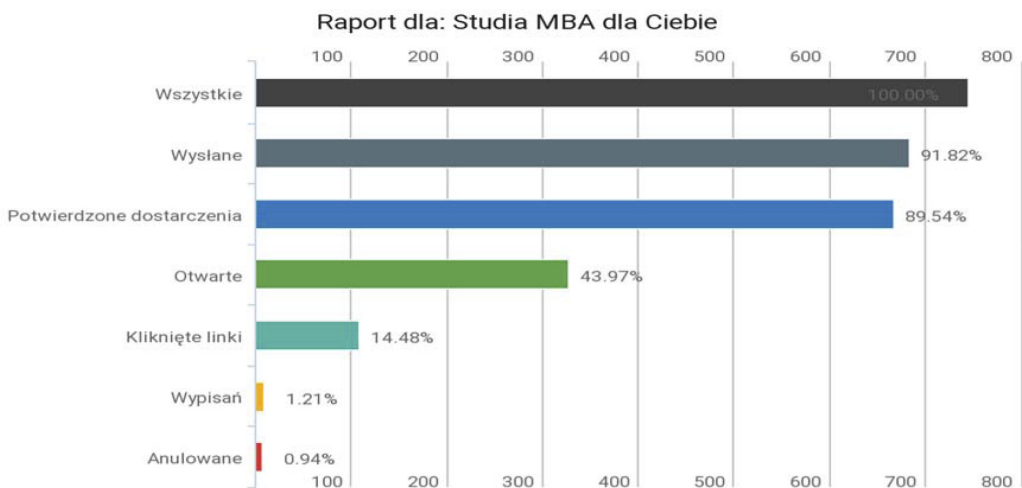
Source: own materials, source ipresso —Marketing Automation system, access 30.09.2019.

Table 3. The effects of the e-mailing campaign carried out on the GIG website

Views	Clicks	CTR	CPC	Leads
685	108	15,8%	14 zł*	43

Source : own materials, source ipresso —Marketing Automation system, access 30.09.2019.

Rysunek 15. The results of the e-mailing campaign carried out on the GIG website in the period



Source: own study, source ipresso — Marketing Automation system, access

## Conclusions

CMI's experience has shown that the introduction of Marketing Automation allows to build a valuable customer base. Continuous collection of customer behavioral data is carried out, which are then used to build individual customer paths and conduct personalized communication. Currently, the Institute's marketing services can work on the basis of several hundred active B2B customers, and the cost of acquiring a single lead decreases every month. The conversion from e-mails has increased and new channels of communication have been

used. Thanks to intuitive graphic editors and automation of marketing activities, creating creations and their subsequent implementation have become easier in the everyday work of marketing services.

As it can be seen from the presented analyses, the financial effectiveness of individual MA tools is not yet competitive enough. Therefore, it can be stated that MA enables effective identification and differentiation of segments of potential customers. Marketing automation tools can help to identify these differentiation points, such as different pages visited by potential customers, specific topics they are interested in, their previous activity on the site, demographic information, etc. The MA tools can also be used to identify the differentiation points, such as the different pages visited by potential customers, specific topics they are interested in, their previous activity on the site, demographic information, etc. The collected information is used to segment potential customers and to select the right directional campaigns for them. These campaigns, like the aforementioned GIG e-mailing campaign, are characterized by the highest effectiveness in reaching the right customer, especially in relation to the appropriate profiling of the offer.

Based on the observations of our own and global marketing trends which clearly indicate the transfer of the sphere of establishing business contacts to the Internet, it can be assumed that MA's activities are an effective complement to marketing communication, also for such a specific form of activity as research and science.

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**Mateusz Dulewski, MA** — holds an MBA degree from the Higher School of Commerce and International Finance in cooperation with Erasmus University Rotterdam. He has extensive experience gained in managerial positions in the implementation, marketing and sales of new products. For over a dozen years he has been actively involved in the energy, raw materials, construction and TSL industries.

**Filip Wasilewski** — Full Stack Developer with over ten years of experience, fluent in a wide range of web technologies, design and implementation of web interfaces and CMS systems. He co-creates and implements numerous social media campaigns and marketing automation processes. In addition, he specializes in creating strategies for website optimization and positioning.





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