

HighRoad Solution's
Campaign Email



Campaign Email

HighRoad's Campaign Email Solution is a web based service that allows users to build highly effective and targeted e-marketing campaigns. HighRoad provides a flexible and scalable solution that enables companies to administer the service and features based on user rights. Enhanced tools allow users to segment lists, analyze behavioral data and track all campaigns. By improving email relevance, delivery rates, response rates and overall e-messaging effectiveness, HighRoad's Campaign Email enhances communications, improves customer relations and overall results.

Options Campaign E-Mail

Deliverability

Leverage our platform, email reputation and expertise to achieve high deliverability rates and get your message to the inbox.

Compliance

Your email communications are always compliant using our system and all opt-outs are handled in real-time.

Reporting

Track deliveries, opens and click-throughs to determine effectiveness of your campaigns and make adjustments.

Membership Engagement

Track individual members' engagement with email communications based on activity history.

Ease of Use

No need to know HTML to use our content creation tools.

Dynamic Content

Use a single email template to send each member dynamic newsletter topics based on their individual preferences and past click and open behavior.

World Class Support

Best in class customer service to help you conduct well planned membership campaigns using best practices.

Automated Membership Renewals

Use our trigger messages feature to automate membership renewal communications based on membership expiration date field in your AMS.

Integration to Personify

All data starts and ends with your Association Management Software (AMS). The integration eliminates the need to maintain membership data in disparate systems.



Campaign Email integrated with Personify/TIMSS



High Deliverability through strong ISP relationships



Tracking and Reporting

Features of Campaign E-Mail

- Deliver Relevant Information & Content
- Improve Delivery and Response Rates
- Generate Interaction and Interest
- Targeted Campaigns Based on Interest
- Building Subscriber and Brand Loyalty
- Track and Encourage Repeat Customers

Benefits of Campaign E-Mail

- Track Subscriber Actions & Interest
- Track, Compare & Improve Delivery Rates
- Automate with Trigger Based Messages
- Interactive E-Mail Communications
- Track Return on Investment (ROI)
- Personalization & Dynamic Content

Types of Campaign E-Mail

- Event Reminder - Trigger based messaging
- Integrated Profile/Preference Pages
- Forward to a Friend - "Viral Marketing"
- Invite Tool - Invitation tool designed to compliment Forward to a Friend
- ROI Tracker - Return on Investment Tool

For more information, Please call 703.297.8894 or visit us at www.highroadsolution.com