



MARKETING



MEMBER EMAIL AUTOMATION

Easy-to-use email marketing tool for data-driven campaigns

You want to reach the right members, with the right offer, at the right time. But are you spending too much time just trying to get to your data, let alone segmenting it for use in your data-driven marketing efforts? Do you have to ask IT for a data pull every time you want to send a targeted email to members? If you are looking to truly automate email marketing — from core to the digital member experience — this product is the solution for you!

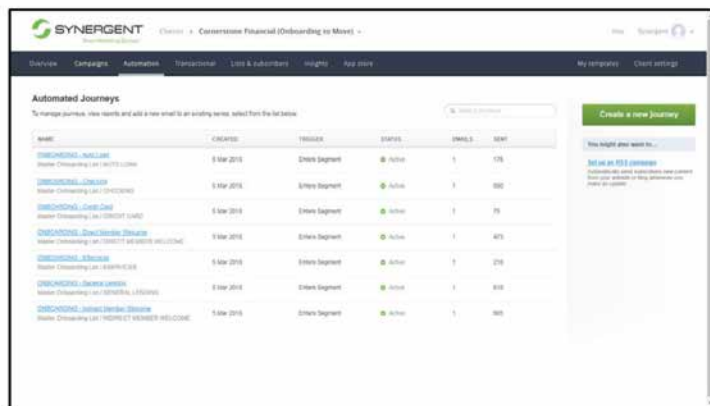
Email is an essential channel in communicating with members. Member Email Automation is an easy-to-use Application Programming Interface (API) that works behind the scenes, allowing credit unions to easily access and leverage member data through a frictionless automation tool that allows for variable data personalization to drive results.

DIGITAL MEMBER EXPERIENCE

Today's members are not solely seeking products and services — they expect a digital experience. By utilizing Member Email Automation, your team is able to unleash the power of data-driven marketing to extract email lists easily from the core and drive results. Blending data and creative elements to deliver personalized email experiences becomes seamless and intuitive. Marketers can now create automated, personalized workflows to ensure members receive emails that are relevant, timely and customized to their needs!

Member Email Automation allows credit unions to easily access member data for personalized email marketing.

- Extract core member data for list generation & segmentation
- Automate email marketing campaigns based on transactions
- Create personalized email workflows & member journeys
- Eliminate manual extracts & reduce errors



Synergent's Member Email Automation interface is intuitive and makes it easy to generate timely email marketing campaigns

continued

For More Information

Contact our Marketing Service Representatives

800.341.0180

800.442.6715 in Maine

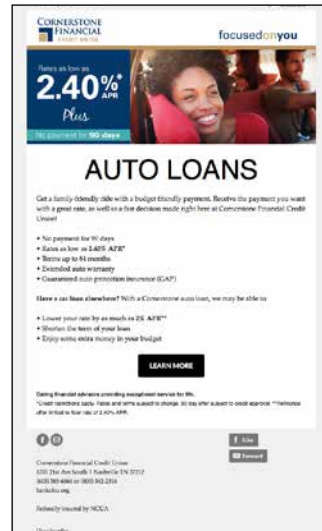
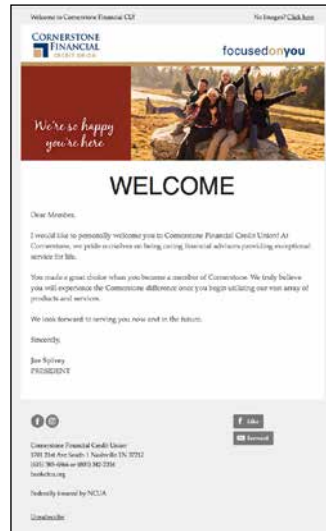
marketingservice@synergentcorp.com

BENEFITS OF SYNERGENT'S MEMBER EMAIL AUTOMATION

- End-to-end, turnkey solutions that directly connect email marketing workflows with core data
- Integration with the core, facilitating and supporting an automated marketing process
- Ability to maximize the full potential of member data to create email experiences
- Reduce or eliminate errors in list segmentation through "lights-out" automations
- Quickly send accurate, automated, transaction-based, personalized member emails

SPOTLIGHT EXAMPLE

Emails from Cornerstone Financial CU's automated onboarding campaign



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RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.