



# MARKETING



## EMAIL MARKETING PLATFORM

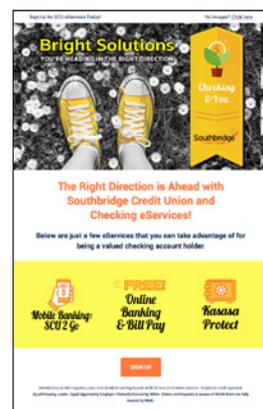
### Positioned for Strengthening Member Relationships

Driving emails out of core and into an email platform is complex. Want to reduce or even eliminate potential errors and create 24/7 reliability? Need to append lists without errors, duplications, or bad “overwrites”? Synergent knows how to get timely emails to the right members, at the right time, in the right place via automation in today’s marketing world.

Marketing Services has been helping credit unions target messages with opt-in email and e-newsletter marketing programs for years. We start by listening to your goals, then build a custom program to reach members. The enhanced service includes ideas on how to collect email addresses, add branding to e-marketing and track responses.

- An email platform with Synergent that includes list management, online forms or collection campaigns, gathering opt-in emails — even automating list management.
- Work directly with an email designer, who will assist you with strategy, creative, layout, headlines and body copy.
- Create personalized member journeys to yield more timely and engaging emails.
- Build segmentation to increase the relevancy of your message.
- Scheduling the day and time to send emails is a breeze. The platform guarantees most emails make it to members’ inboxes rather than their spam folders and fully complies with CAN-SPAM. We can help with email validation, as well.
- Comprehensive and easy to review and interpret tracking and reporting.

Most email providers are web-based and take more time to manage, design and send communications. Synergent offers an enhanced approach to save credit unions time and money.



*“I had a vision of the direction I wanted the credit union to go in, but was a bit overwhelmed by the amount of work it would take to get there. I met with a whole team at Synergent to explain my ideas. They very quickly brought those ideas to life and presented me with in-depth proposals for each project.”*

**~ Nicole Mailhot**  
 Vice President  
 Marketing & Business  
 Development  
 Dirigo FCU

*continued*

### For More Information

Contact our Marketing  
 Service Representatives

800.341.0180  
 800.442.6715 in Maine  
 marketingservice@synergentcorp.com

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

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



Are you an email "novice" or "pro?"  
Synergent has an email plan that works and grows with your level of expertise.

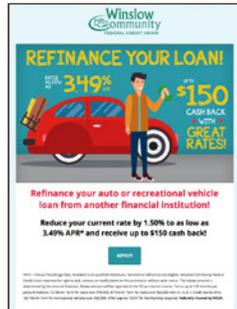
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## Member Email Automation: Seamlessly Connecting Member Data to Email Automation

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?

You need an integrated method to facilitate and support an automated marketing process with an end-to-end turnkey solution, giving you the ability to leverage core data directly and unlock the full power and potential of member data.

Member Email Automation integrates automation directly with the core. This allows for the fastest-to-market turnkey solutions that exceed results over any other managed services provider. From strategy, to custom creativity, to analysis and reporting, driving your return on marketing investment is our goal.

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. This product truly automates email marketing — from core to the digital member experience.

Whether your credit union accesses Symitar's Episys® core processing solution through Synergent or elsewhere, uses another core processing solution altogether, or has predefined data sets that are independent of the core, our tools for email automation are designed to make the best use of the data you possess to precisely target members and increase your marketing return on investment.

## Digital Member Experience

Today's members are not solely seeking products and services — they expect a digital experience. Marketers now can create automated, personalized workflows to ensure members receive emails that are relevant, timely, and customized to their needs.

Core-triggered and member data-driven, Member Email Automation provides the desired blend of personalization and automation in leveraging your credit union's most valuable asset directly — transaction-based emails to provide unique and memorable experiences for members of all types. There is no other core-driven solution that provides the control and flexibility over email automation to trigger and deliver digital member experiences via email or the web.



RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.