

# Email Marketing Platform



## **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

## **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 can help your team get timely emails to the right members, at the right time, at the right place via automation with an enhanced approach designed to save credit unions time and money.

Synergent 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 digital marketing, and track responses.

An email platform with Synergent includes list management, online forms or collection campaigns, gathering opt-in email—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.
- Schedule the day and time to send—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.
- View comprehensive, easy-to-review and interpret tracking and reporting.

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## 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?

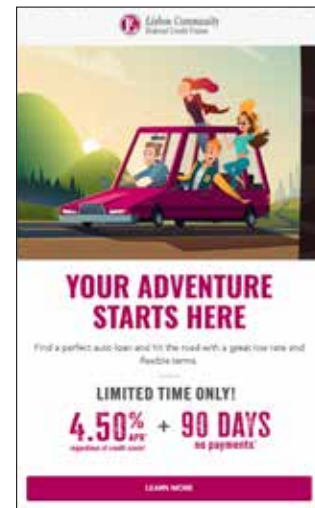
You need an integrated method to facilitate and support an automated marketing process with an end-to-end turnkey solution, giving you the ability to leverage core data directly and unlock the full power and potential of member data.

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 the Jack Henry™ Symitar® 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.

Core-triggered and member data-driven, Member Email Automation provides the desired blend of personalization and automation to provide unique, memorable experiences for members. There is no other core-driven solution that provides the control and flexibility to trigger and deliver digital member experiences via email or the web.



## Learn More

For additional information on implementing our email marketing platform at your credit union, please contact your dedicated Account Relationship Manager or email [marketingservice@synergentcorp.com](mailto:marketingservice@synergentcorp.com).