

BENEFITS

DigitalMailer accelerates your marketing effort through Marketing e-LERTs, a preference based e-mail alert service that delivers the information your members request – like loan rate changes, new products and services, seminars or special offers.

ACQUIRE AND DEVELOP A SINGLE STRATEGIC CONTACT POINT.

Maximize communication and strengthen member relationships by proactively delivering the information they've opted to receive.

QUICKLY AND INEXPENSIVELY COMMUNICATE INFORMATION TO YOUR MEMBERS.

Streamline your marketing by sending custom, branded messages through our Marketing eLERTs service. Compose your message through our easy interface and earmark it to send – or send your message to our Marketing e-LERTs service support and we'll do the rest.

IMPROVE DELIVERABILITY OF YOUR INSTITUTION'S MARKETING BASED E-MAIL MESSAGES.

Ensure the messages you send are received. Your messages get past spam filters because of our warranted e-mail sender.

DRAMATICALLY LOWER YOUR DIRECT MARKETING CAMPAIGN COSTS.

At a comparatively low cost, close the loop on the “best offer to the right person at the right time” direct campaign model.

Complement traditional marketing efforts by directly delivering the marketing information your members elect to receive. Reduce expenses by eliminating routine calls from call centers. Reinforce your brand while protecting your members against phishing, by sending consistently formatted messages.

DigitalMailer Marketing e-LERTs provide:

- **Custom Preferences:** Select Tell-Me-When e-LERT messages to offer your members. And, members who select from the list will be sent all messages relevant to the category.
- **Message Delivery:** Empower us to build and transmit your e-mail notification events. Or, through our easy to use admin tool, build your own messages.
- **Secure Enrollment:** Rely on our secure server for enrollment and database management of your member e-LERT choices.
- **E-mail Management:** Depend on us to track and report on bad e-mail addresses and trust that your messages will make it to your members' inboxes. Our authenticated e-mail service signals most major e-mail providers that your e-mail is wanted.
- **Click-Through Reporting and More:** Depend on us to track and report on your members' responses to e-LERTs and messages you send.

Contact DigitalMailer Today! 866-994-4900 ext. 103 www.DigitalMailer.com

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