

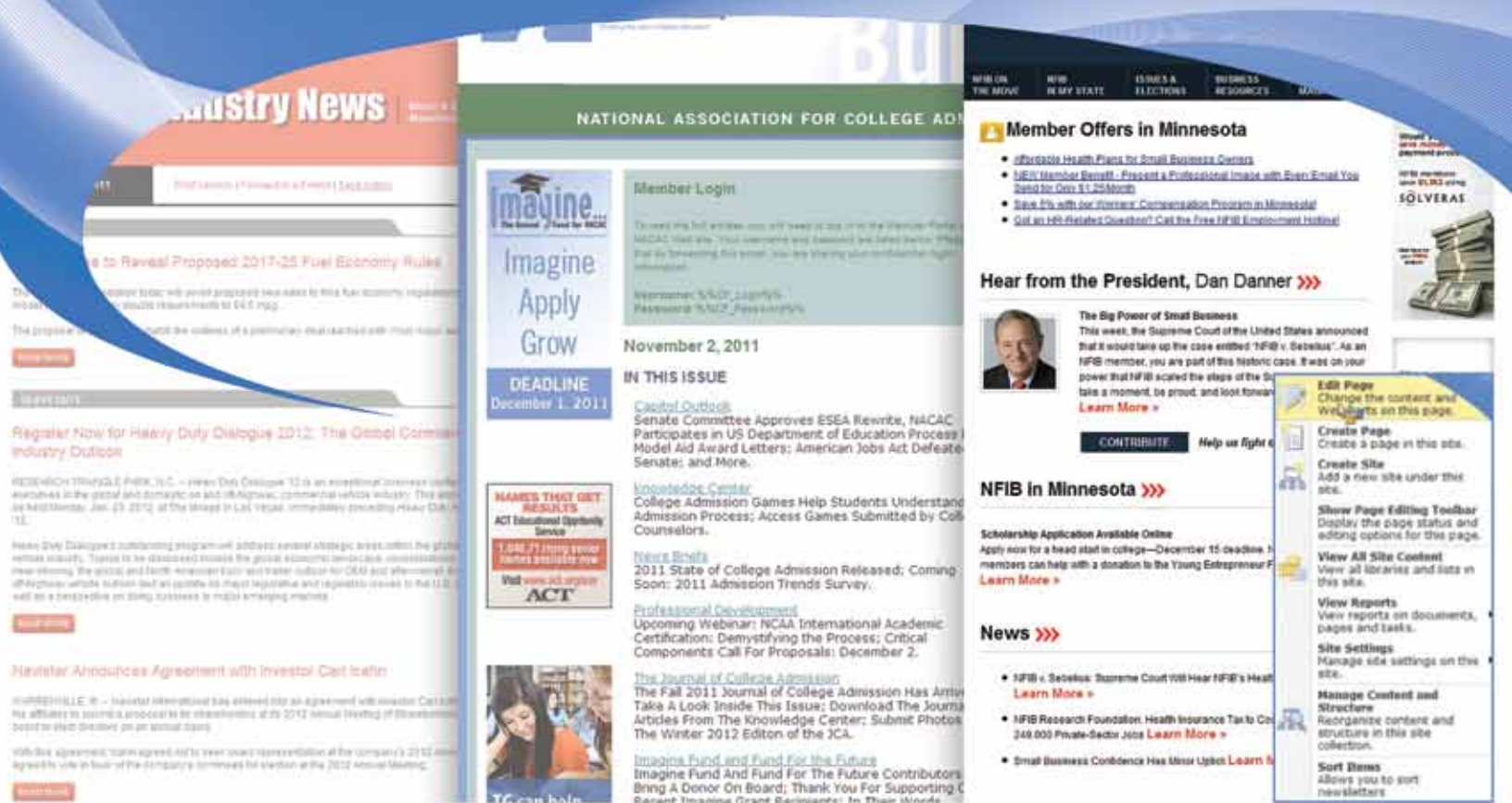
HighRoad Solution's

NewsletterExpress



Integration

THE FIRST CMS FOR EMAIL MARKETING



# eMail content driven by content inside your CMS

Have you ever wanted to automate the process of HTML eMail creation by pulling content directly from your website? Now you can with HighRoad Solution's **NewsletterExpress** workflow solution.

**NewsletterExpress**

THE FIRST CMS FOR EMAIL MARKETING



## WHAT IS HIGHROAD SOLUTION'S NEWSLETTER EXPRESS?

NewsletterExpress™ is a workflow solution that takes content from your website's content management system (CMS) and creates pre-formatted HTML newsletter templates in your HighRoad Solution Campaign eMail tool. These pre-formatted templates are built and tested for optimal rendering across all email clients.

## WHY 'TAKE THE HIGHROAD?'

Not only does HighRoad provide the best eMail marketing solution in the association marketplace, we back it up – with free, unlimited tech support and training. In addition, our expert account managers, trainers and developers can educate your staff about emerging technologies and how to use eMarketing to increase member loyalty. Rely on our best practices guidance!



### ▶ Content Management meets eMarketing

Campaign eMail leverages the strengths of your CMS and your content with advanced eMarketing functionality.

### ▶ Save Time and Resources

Create content once, in your CMS and instantly publish the full HTML eMail drafts to your HighRoad Solution Campaign eMail account utilizing tools like RSS.

### ▶ Easy to Manage HTML Templates

Let our expert eDesign team create custom eMail templates designed to reflect your brand and supply you with a library of Newsletter Express available template options to choose from.

### ▶ Improve eMail Response Rates

Campaign eMail offers Dynamic Content enabling you to deliver targeted content to targeted groups in one eMail deployment.

### ▶ Strong eMail Reputation

We maintain strong ISP relationships and ensure every eMail sent is in CAN SPAM compliance. Global opt-outs are updated in real-time and invalid or bad eMail addresses are suppressed from future deployments to ensure your eMail list hygiene.