



# HighRoad Solution **Case Study**

## Challenge:

ASAE was looking for a service provider who offered a turn-key integration between membership and eMail databases, the ability to send triggered membership eMail campaigns, an application that supports both member and non-member eMail preferences and full HTML design resources to create a library of custom HTML eMail templates.

*"Like most organizations, we have a number of technology tools that need to act as one 'system' so the fact that HighRoad Solution integrated seamlessly with Aptify was a critical factor in choosing HighRoad. One of our strategic focuses is mobile and the rendering of eMails on a mobile device is first class. Finally the product's ease-of-use won over our staff."*

Reggie Henry, CAE  
Chief Information Officer  
ASAE & Center for Association Leadership

## Needs:

- ▶ **Sync data** for eMail marketing purposes from Aptify AMS database to HighRoad Campaign eMail tool
- ▶ **Automate eMail** campaigns using membership data
- ▶ **Preference center application** that looks up member status to display only member or non-member available eMail preferences
- ▶ **Custom HTML templates** designed to render consistently across various eMail clients & mobile platforms

## Solution:

HighRoad Solution designed a custom integration with ASAE's AMS (Aptify) database, allowing member data from ASAE's database to be seamlessly updated and in sync with HighRoad's Campaign eMail Tool. Bi-directional data flow allows updated member information to pass between the membership database...*continued on page 2*





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## Solution: *(continued)*

and HighRoad's Campaign eMail tool on a daily basis, allowing for advanced levels of segmentation and personalization.

HighRoad also automated membership campaigns using membership data. This allows ASAE to communicate with members for welcome programs, membership renewals as well as win-back programs for lapsed memberships.

HighRoad also created a custom eMail Preference Center that integrates with ASAE's Membership database allowing members as well as non-members the ability to select communication preferences. This reduces the chance that a subscriber will globally opt-out of receiving communications altogether. Any changes to a member's eMail preferences



### Member Preferences Page

updates in real-time within ASAE's membership database as well as HighRoad's Campaign eMail tool.

HighRoad's design team also worked with ASAE on designing their HTML eMail templates. HighRoad reviewed, tested and analyzed every template, making sure each one rendered consistently across various eMail and mobile platforms like Outlook, Gmail and Yahoo to name a few. This allows all ASAE team members to consistently deploy branded and formatted eMail communications to both members and non-members.