

HighRoad Solution **Case Study**

AVECTRA
Membership Software On Demand

Challenge:

Automate data flow, support existing member's eMail preferences and grow database of prospective members

"The integration with our AMS (Avecetra's netFORUM) has been tremendous. It has allowed us to efficiently collect and update information on members and prospects. In the past our process was manual. Today it is automated. Our data is cleaner, our members can customize the communications they receive from ERA, and our Membership sales team is alerted to new prospects as soon as they express interest in the association. That's a winning formula!"

David Martin
Electronic Retailing Association



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce



Needs:

- ▶ **Sync data** for eMail marketing purposes from netFORUM AMS database to HighRoad account powered by BlueHornet.
- ▶ **Preference center application** so members manage eMail preferences versus globally opting out.
- ▶ **Alert sales team** when a prospective member signs up for non-member eMail communications.

Solution:

HighRoad Solution implemented a custom integration with ERA's AMS (netFORUM) database. Data from netFORUM writes to BlueHornet in daily recurring data syncs to refresh segments with eMail subscribers. If an eMail address has been determined to be a bad address, the integration writes eMail valid status from BlueHornet to netFORUM so the sales team and call center are alerted and can ask for an updated email address during routine communications with the member or prospective member. *continued on page 2*

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Solution: *(continued)*

HighRoad created a custom eMail preference center application that functions not only as an eMail preference management vehicle, but also offers non-members and prospect members a means to opt-in or sign-up.

When a member clicks on "manage your preferences" or "unsubscribe" in the footer of the email they receive, the preference center looks-up the member record and displays the current eMail communications known as preferences that the member receives. This allows them to select additional eMail communications they would like to receive as well as de-select any eMail communications they no longer wish to receive. Allowing members to choose preferences reduces the chance that a member would globally opt-out

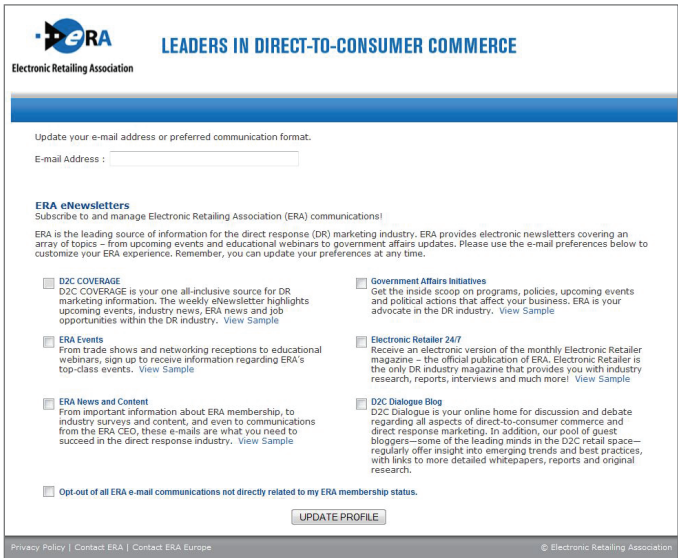


Figure 1 - ERA Preferences Page



Figure 2 - Bad eMail address

of receiving communications altogether. Any and all changes write updated data to both netFORUM and BlueHornet in real-time.

Prospective members can sign-up for eMail newsletters and available communications as well as offer additional demographic information if they choose. The sales team is notified immediately via email notification when the sign-up form has been submitted and uses this information to follow-up with potential membership leads.

