

# HighRoad Solution **Case Study**

**TMA Resources**  
Solution Partner

## Challenge:

Automate data flow, appeal to a younger demographic of potential members to prevent membership database attrition, a preference center application that supports both member and non-member eMail preferences with eNewsletter samples and custom-branded double opt-in triggered messages

*"We were looking for an eMail marketing tool that would be user friendly and would allow us to send complex messages. During our evaluation period we discovered how user friendly the application is, but being new to HighRoad we initially had to make frequent calls to determine what steps we needed to take to get the results we were looking for. Each time we called for help a customer service rep was available and had the knowledge to show us how to get the results we were looking for. Our experience with HighRoad's customer service was and has continued to be exceptional."*

Bob Gentry  
Military Officers Association of America



## Needs:

- ▶ **Sync data** for eMail marketing purposes from Personify AMS database to HighRoad Campaign eMail tool
- ▶ **Compelling eNewsletter content** to attract a younger demographic to Opt-In to available non-member eMail newsletters
- ▶ **Preference center application** that looks up member status to display only member or non-member available eMail preferences
- ▶ **Custom double opt-in application** that triggers branded opt-in confirmation eMails to confirm new eNewsletter subscriptions

## Solution:

HighRoad Solution designed a custom integration with MOAA's AMS (Personify) database, allowing member data from MOAA's database to be seamlessly updated and in sync with HighRoad's Campaign eMail tool. Bi-directional data flow allows updated member...*continued on page 2*

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## Solution: *(continued)*

information to pass between the membership database and HighRoad's Campaign eMail tool on a daily basis to refresh data available for eMail marketing.

To prevent membership database attrition, MOAA offers compelling eNewsletter content that appeals to a younger demographic to entice them to Opt-In to non-member eNewsletters. Offering content to non-members introduces them to the MOAA brand & association offering and encourages them to become a member to have access to all benefits MOAA has to offer.

HighRoad also created a custom eMail preference Center that integrates with MOAA's Personify database allowing members as well as non-members the ability to select



The screenshot shows the MOAA website interface for a member named Ron McGrath. At the top, there is a navigation bar with links for 'Take Action', 'Access Member Benefits', 'Connect with MOAA', 'Chapters', 'Publications', 'Media Center', and 'About MOAA'. Below this, the user's name 'Ron McGrath' is displayed with a 'Manage your Profile' link. A section titled 'Subscribe to MOAA's e-newsletters for a win-win situation!' explains that subscribers will receive updates on military pay and benefits, and also have a chance to win merchandise. Below this is a form to 'Update your email address or preferred communication format'. The 'Email Address' field contains 'ron@highroadsolution.com' and the 'Email Format' is set to 'HTML'. A note states that updating the email address will also update the permanent MOAA record. At the bottom, there are two checked options for 'MOAA eCommunications': 'MOAA Legislative Update' (with a 'view sample' link) and 'MOAA News Exchange@' (with a 'view sample' link).

## Member Preferences Page

communication preferences and view eMail samples of each available option. This reduces the chance that a subscriber will globally opt-out of receiving communications altogether. Any changes to a subscriber's eMail preferences updates in real-time to both MOAA's Personify database and HighRoad's Campaign eMail tool.

To create a seamless opt-in loop, HighRoad implemented a double opt-in application that triggers the correct version of custom branded DOI message that matches the eNewsletter type that the subscriber signed up for. This allows for instant brand recognition and alleviates any subscriber confusion when receiving an eMail requiring subscriber to click on a confirmation link to begin receiving eMail communications.