

HighRoad Solution **Case Study**

AVECTRA
NET:FORUM™

Challenge:

Automate data flow, sync opt-outs from NTEN's AMS netFORUM database to HighRoad Campaign eMail tool and automate membership LifeCycle eMails.

"We wanted our e-mail system to tie directly into our CRM, to eliminate both data silos and the need to import lists constantly. HighRoad was able to handle this tricky proposition with aplomb, saving us time and a lot of headaches. The integration with our CRM, combined with the ability to use e-mail subscriber behavior to guide our segmentation, has helped us improve our open and click-through rates year-over-year."

Brett Meyer
Communications Director
NTEN: The Nonprofit Technology Network



Needs:

- ▶ **Sync data** for eMail marketing purposes from netFORUM database to HighRoad Campaign eMail tool
- ▶ **Sync global opt-outs** from HighRoad Campaign eMail tool to netFORUM for CAN SPAM compliance
- ▶ **eMail Reporting** and bad address data is written back to netFORUM so member services only need to access one-system
- ▶ **Automate LifeCycle eMails** to both non-members and members

Solution:

HighRoad Solution designed a custom integration with NTEN's AMS (netFORUM) database allowing member data from NTEN's database to be seamlessly updated and in-sync with HighRoad's Campaign eMail tool. The daily data syncs pull membership field data from netFORUM and refreshes segments used for...*continued on page 2*

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Solution: *(continued)*

eMail marketing on a daily basis.

Global opt-outs are written from their HighRoad eMail account to the netFORUM do-not-email flag on a daily basis. Also, when an eMail address is deleted inside of netFORUM, the eMail subscriber inside their HighRoad account is deleted to maintain data hygiene.

The HighRoad Solution Campaign eMail tool has built in logic for determining when an eMail address is a bad address. This bad eMail address flag as well as deployed eMail reporting data is written to netFORUM to the individual netFORUM record. This allows netFORUM to have all NTEN subscriber data and detail allowing NTEN team members to access one system to answer any member service questions.



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NTEN
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About NTEN

The Nonprofit Technology Network helps nonprofits use technology strategically and confidently to create the change they want to see in the world. [Learn more >](#)

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NTEN eMail Campaign

Daily data syncs pull in field values from netFORUM to NTEN's HighRoad account to populate static segments with eMail subscribers. Utilizing built-in recurring message features, eMails are triggered to these very specific lists on a daily basis for non-member new newsletter sign-ups, new registrant, new members and member renewal eMails. Automating eMails allows internal resources to focus more on content and strategy versus deploying manual eMails.