

CASE STUDY



Interactive Digital eNewsletter

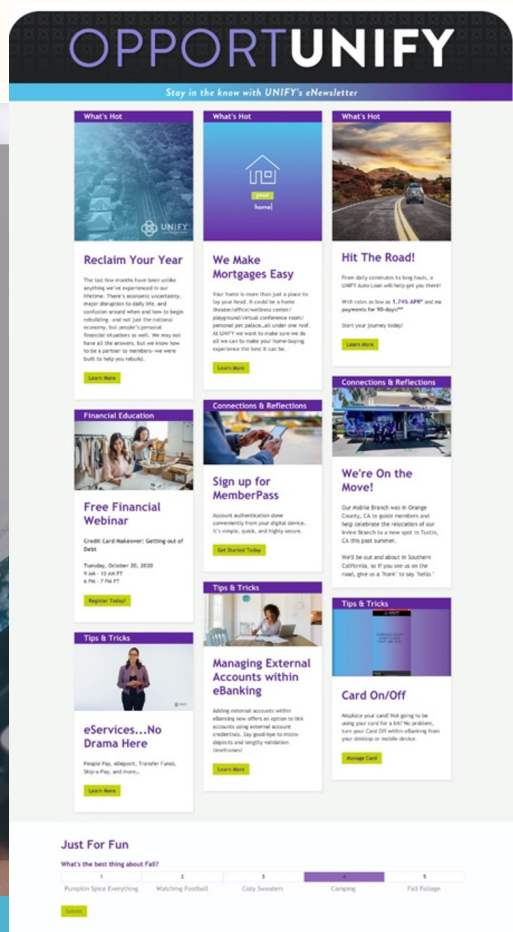


CHALLENGE

UNIFY wanted to reduce emails sent to its members. ChannelNet was already delivering personal pages based on life stages and member actions that generate leads for various products, services, and promotions based upon a secure daily data feed. It was a natural fit for UNIFY to have ChannelNet deliver a content rich and interactive newsletter to members.

BUSINESS OBJECTIVES

- 1 Reduce emails sent to members
- 2 What's hot news, that deep links to promotions, educational materials, webinars, and financial tips & tricks
- 3 Deliver a better member experience



SOLUTION

The digital newsletter easily delivers dynamically data-driven components to all members or targeted by geo-location to groups of members with relevant content and information displaying. Components dynamically appear on the page and contain video, images, and call-to-actions to inform members about what's new and helpful at UNIFY.

RESULTS | SNAPSHOT FOR ONE 30-DAY eNEWSLETTER



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