GRANICUS

TRANSACTIONAL, TRIGGERED & TARGETED MESSAGING:

Driving Conversion & Efficiency with TMS

November 7th, 2017

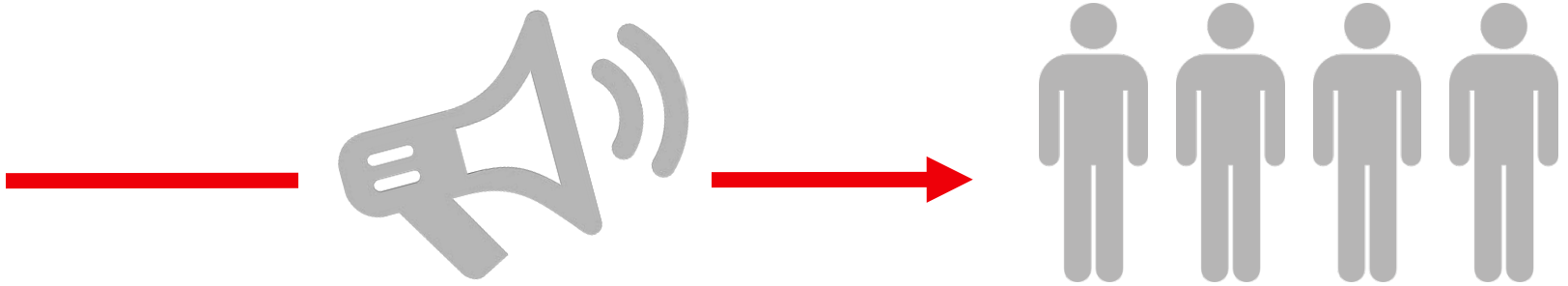
www.granicus.com

IN THIS SESSION

- ✓ BENEFITS OF GRANICUS' TARGETED MESSAGING SERVICE
  and new product features
- ✓ ADVANTAGES OF TEMPLATED, AUTOMATED MESSAGING
  over complex segmented campaigns
- ✓ HOW TO IMPROVE YOUR BUSINESS PROCESSES
  by pairing your communications with powerful APIs

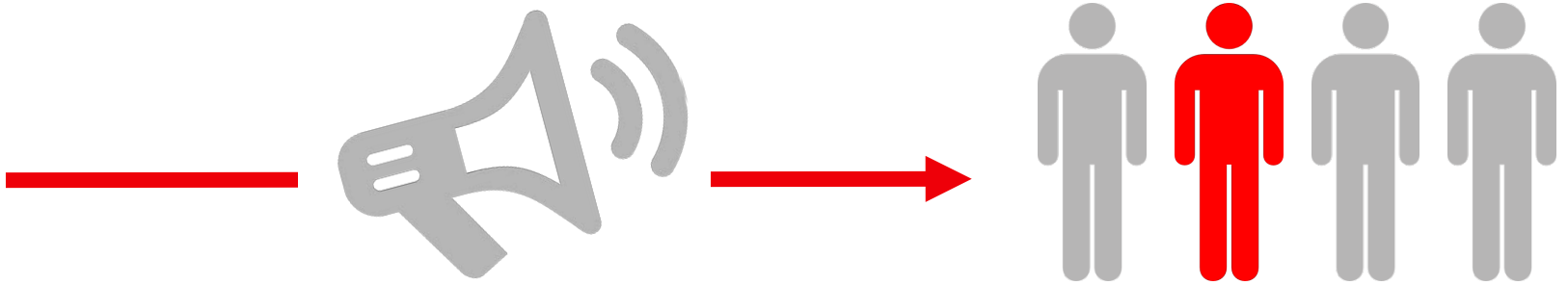
GovDelivery Communications Cloud

Your Org



GovDelivery Communications Suite - TMS

Your Org



Targeted Messaging Use Cases

- Registration progress
- Event or appointment reminders
- Late notices
- Applicant status
- Verification notices
- Password reset
- Renewal notifications

Flexible Channel Selections

EMAIL

TEXT

VOICE

RICHARD FONG

Technical Implementation Consultant

What is an API?

- **A**pplication **P**rogramming **I**nterface
- API facilitates the **exchange & integration** of data between different systems/applications
- Provides richer and better user experience

EVERYDAY APIs

Google Maps: embedded Google Maps on devices and site

Twitter: access to account and search

Fandango: affiliate program access to trailers, tickets, & news

Amazon: access to product selection, listing, and price

What is Targeted Messaging API?

- Provides API access to Granicus sending & processing infrastructure from your systems and applications
- Built for public organizations – scalable & reliable

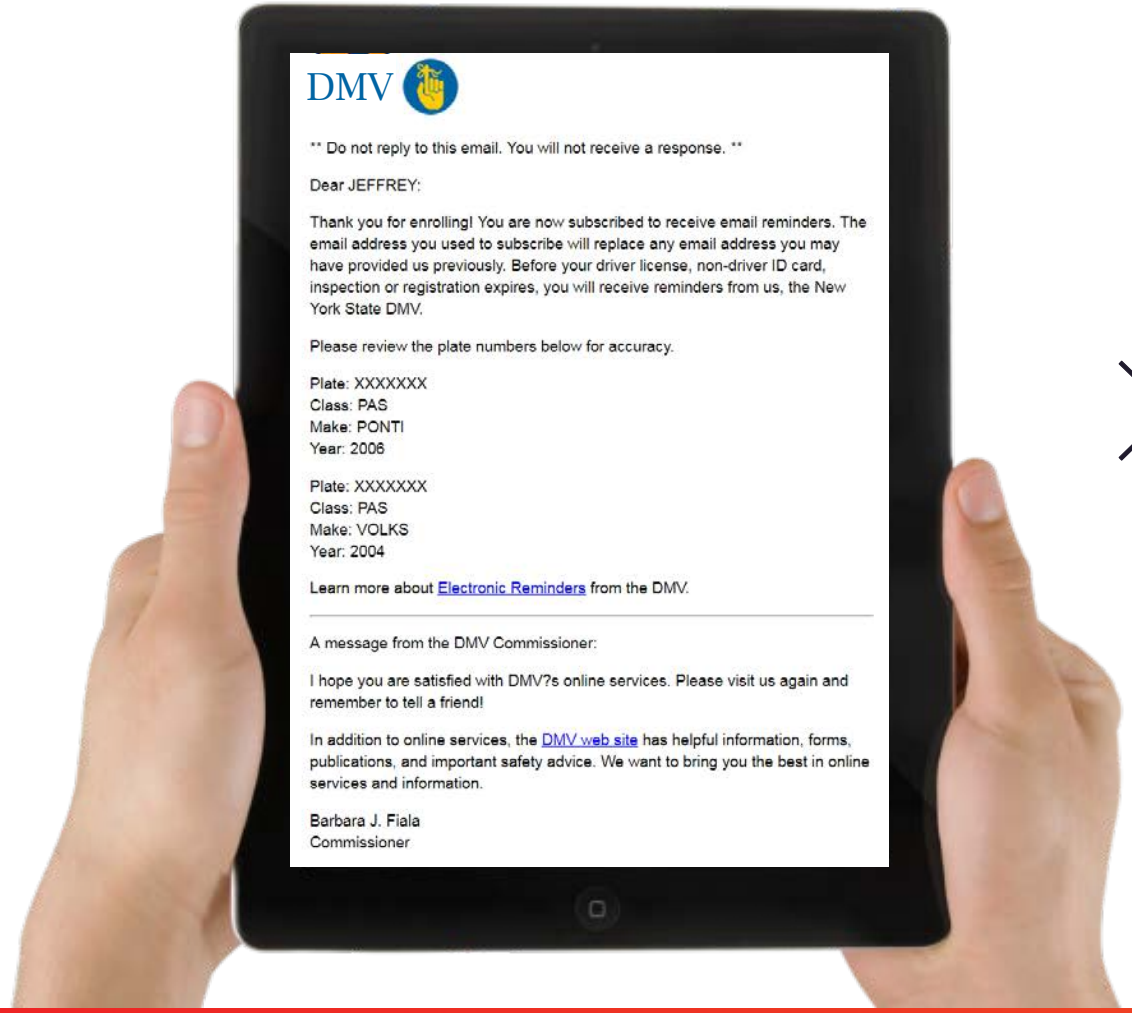
- **Highly secure**, FedRAMP compliant
- **1:1** communications with flexible channel selections: Email, SMS, Voice

Targeted Messaging Service

Why Targeted Messaging?

- Deliverability. Scale. Security. Metrics.
- Improve efficiency through automation
- Trigger message based on action, event, or date
- **REST** interface – industry standard
- Implement using framework of your choice

Templates



- Helps with high volume performance
- Allows you to separately manage content creation and approvals from the act of sending the message
- Smart templates support branched logic formatting and personalization
  - Select subscriber variables so that TMS can identify the correct template for that subscriber
- Granicus offers template creation services

SHAWN PILLOW

Solutions Engineer

Example

National Highway Traffic Safety Administration

National Highway Traffic Safety Administration

NHTSA'S MISSION

Save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity.

Have a Greater Impact

PROGRAM:

- Notifying citizens of vehicle recalls

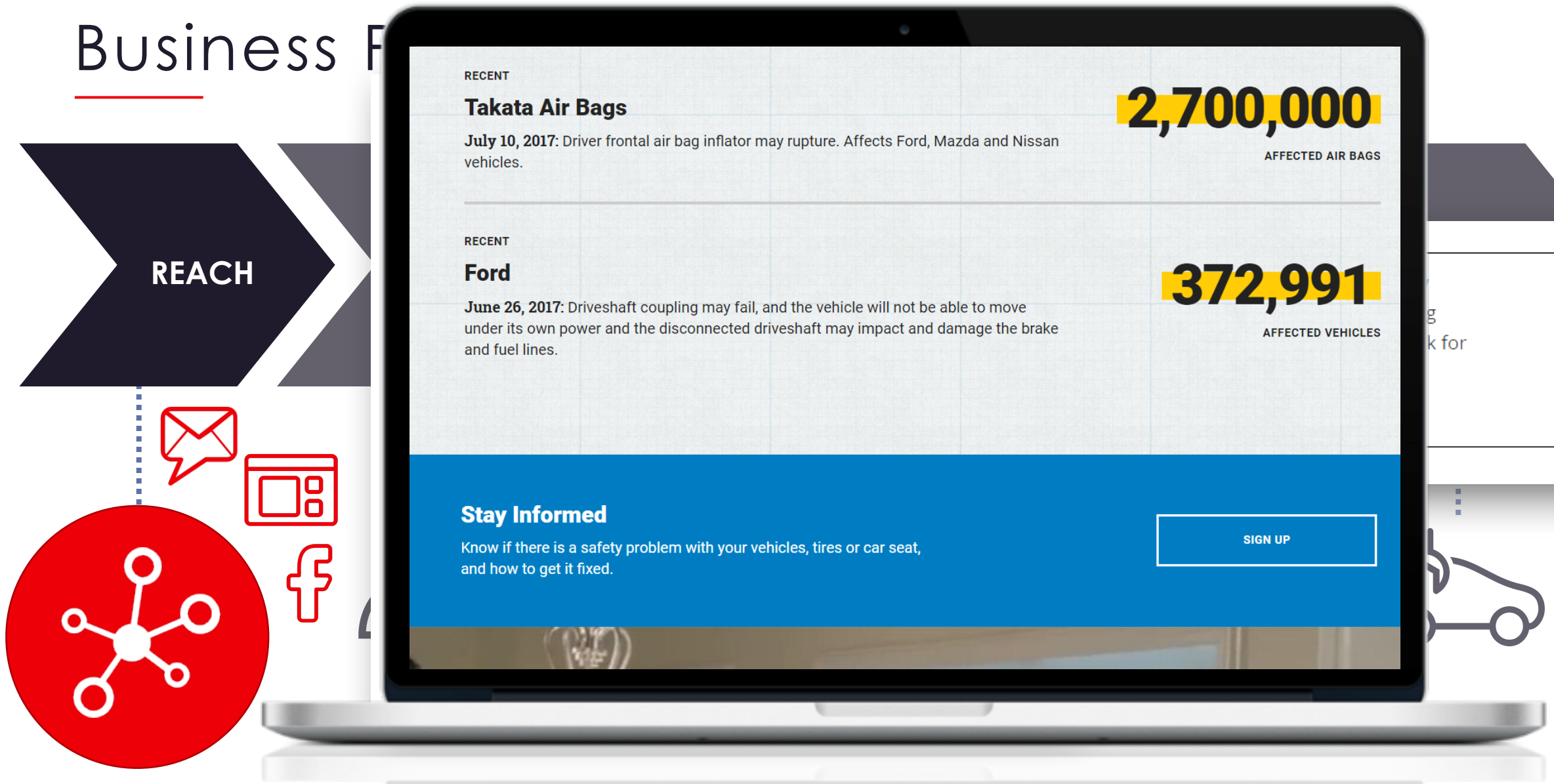
INITIATIVES:

- Improve targeted recall notification and remediation information emails
- Track delivery statistics

NHTSA Business Process

Business F

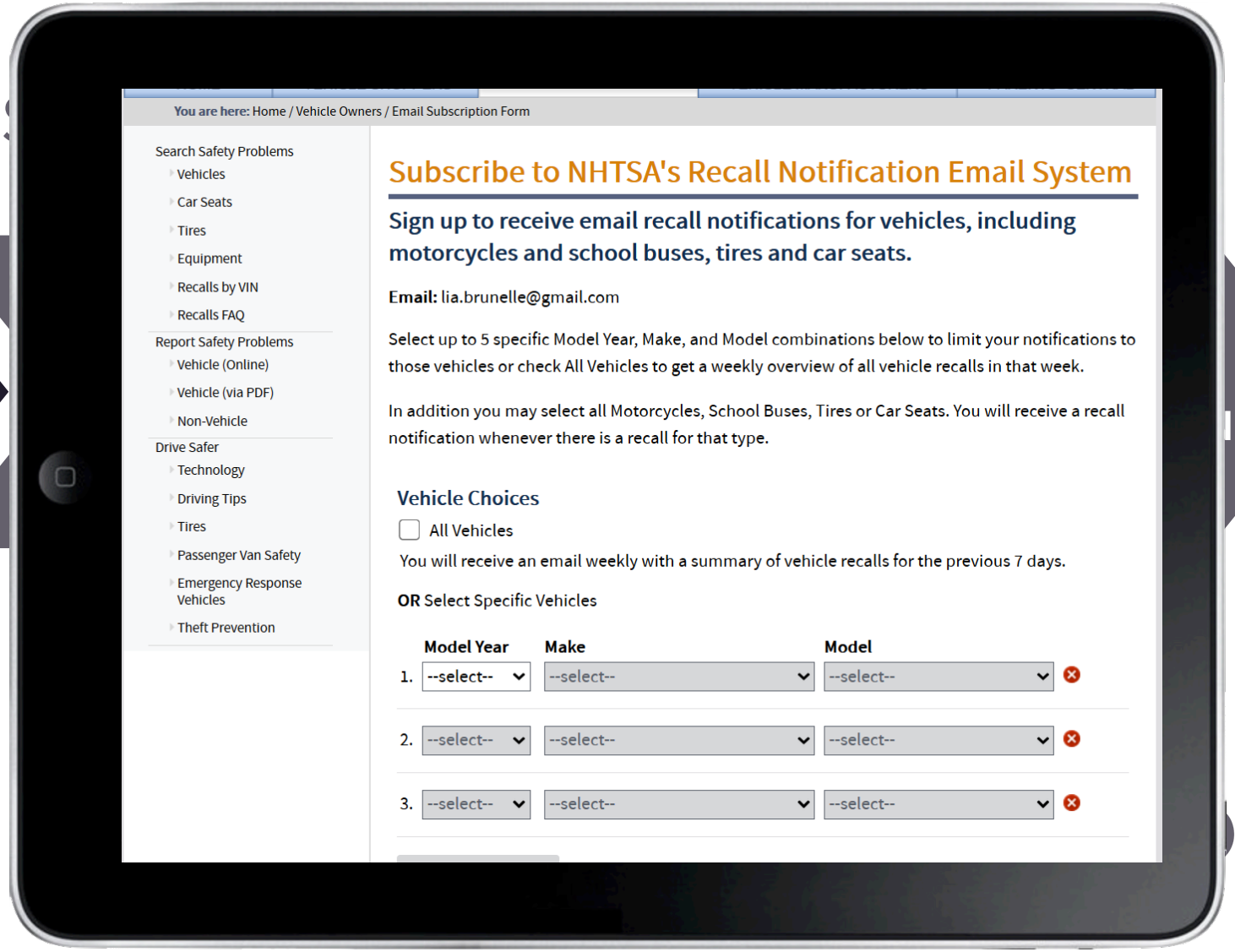
REACH



Business Process

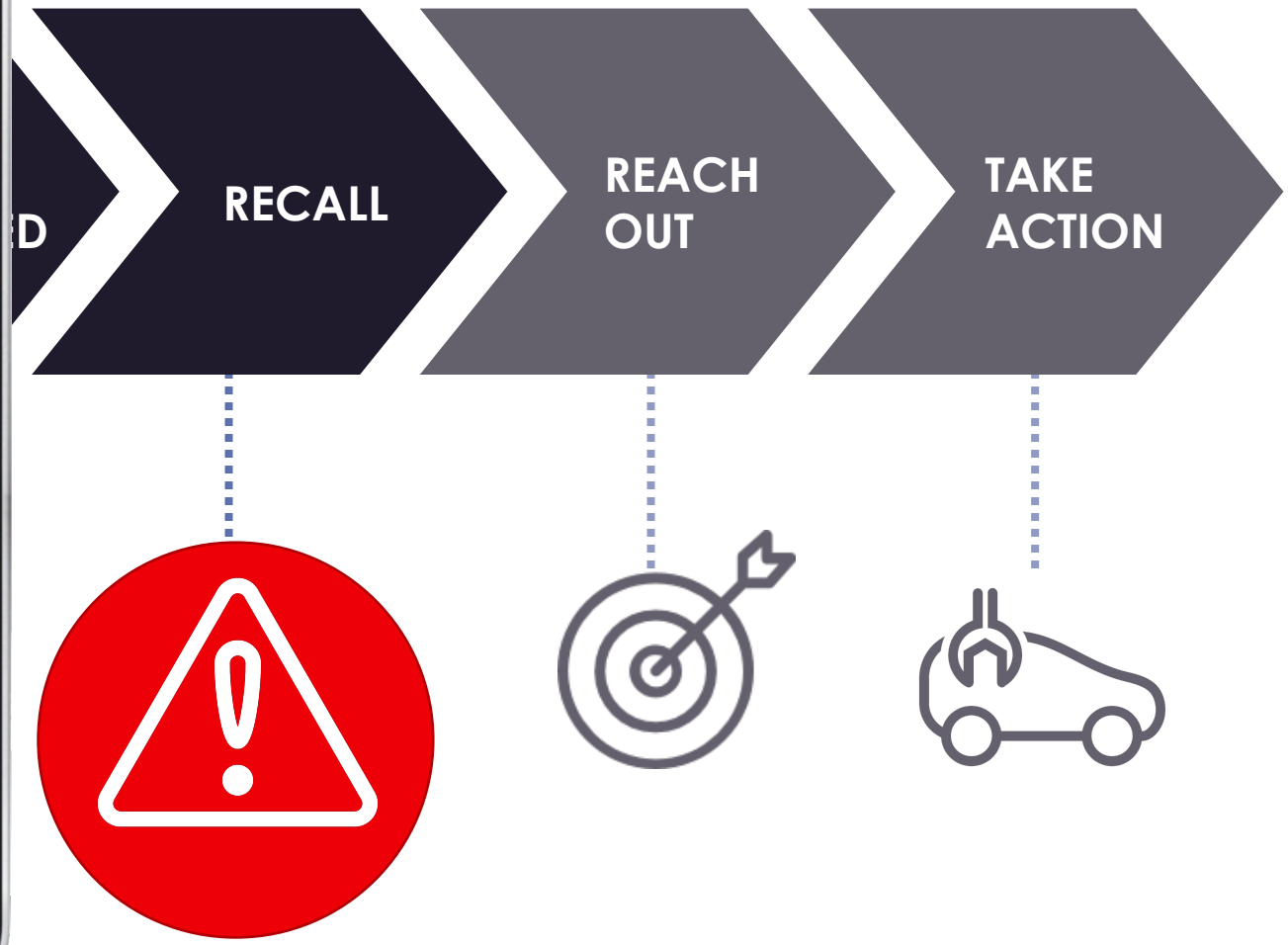
REACH

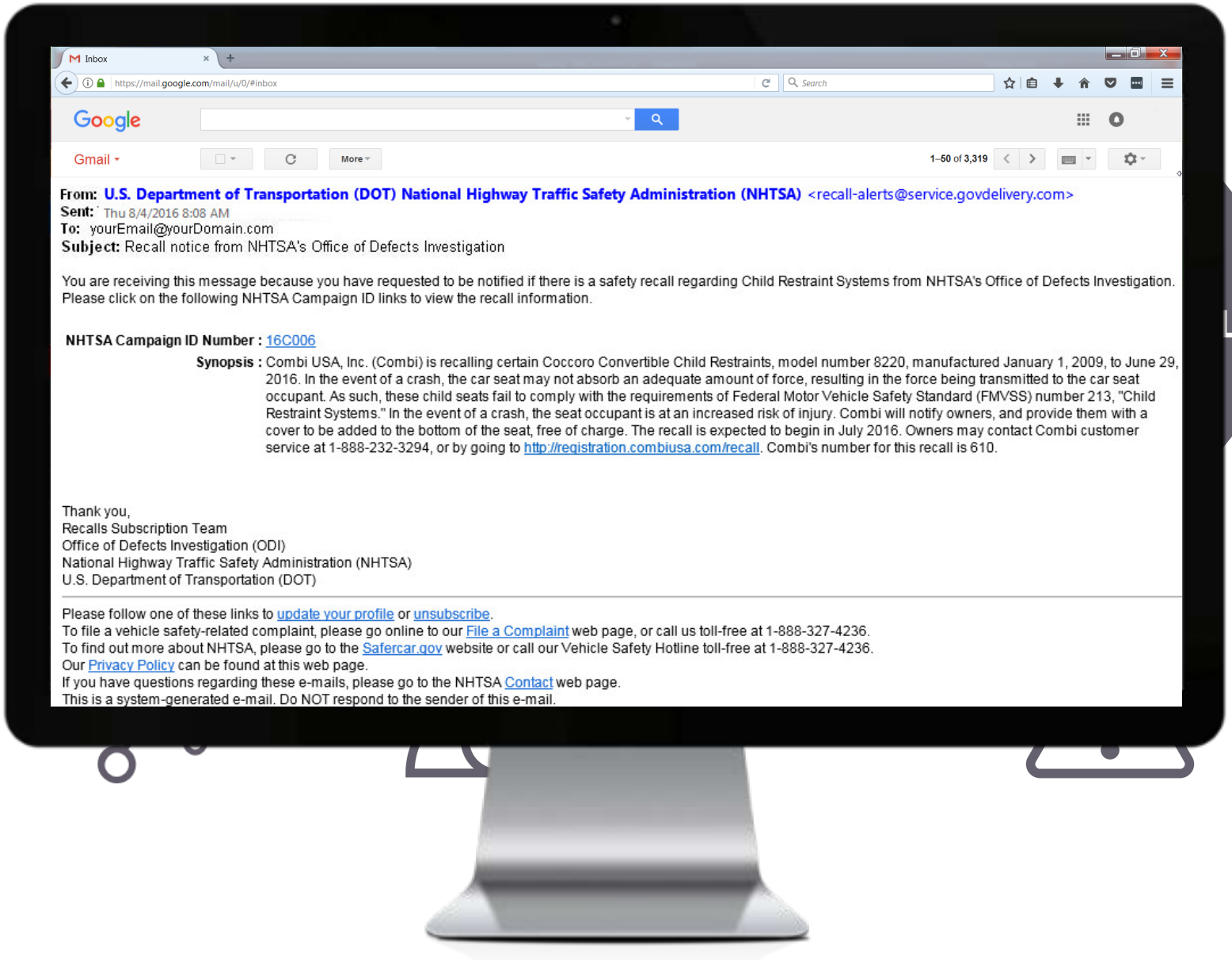
ENROLL

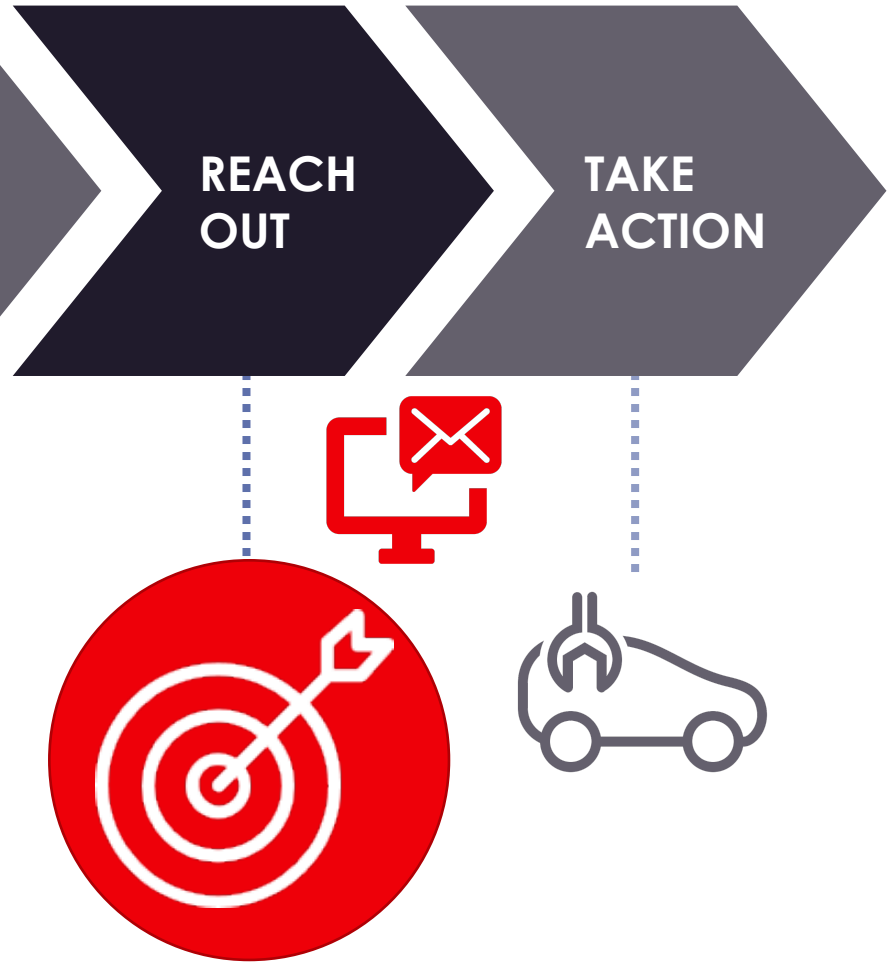


B

FORTUNE
Mazda Recalls 60,000 Cars Over Airbag and Power Steering
Mazda Recalls 60,000 Cars Over Airbag and Power Steering Issues
2013 Mazda 6 2.2D Sport Heritage Images Getty Images
The passenger air bag is affected as well
By Aric Jenkins September 23, 2017
Mazda has recalled more than 60,000 cars throughout the U.S. and Canada due to a wiring problem that can impede power-assisted steering, as well as the passenger airbag.
Mazda 6 sedans produced in 2015 and 2016 are subject to the recall. Wires in these cars beneath the front passenger seat can rub against welding debris and cause an electrical shortage, the company said in documents posted by the U.S. government, the Associated Press reports.
The loss of power steering can increase the risk of a crash, though none have been reported at this time, according to the AP.
Owners should be able to tell if their vehicle has an issue if multiple warning lights go off,


RECALL
REACH OUT
TAKE ACTION


Inbox
https://mail.google.com/mail/u/0/#inbox
Search
Google
Gmail
More
1–50 of 3,319
From: U.S. Department of Transportation (DOT) National Highway Traffic Safety Administration (NHTSA) <recall-alerts@service.govdelivery.com>
Sent: Thu 8/4/2016 8:08 AM
To: yourEmail@yourDomain.com
Subject: Recall notice from NHTSA's Office of Defects Investigation
You are receiving this message because you have requested to be notified if there is a safety recall regarding Child Restraint Systems from NHTSA's Office of Defects Investigation.
Please click on the following NHTSA Campaign ID links to view the recall information.
NHTSA Campaign ID Number : 16C006
Synopsis : Combi USA, Inc. (Combi) is recalling certain Coccoro Convertible Child Restraints, model number 8220, manufactured January 1, 2009, to June 29, 2016. In the event of a crash, the car seat may not absorb an adequate amount of force, resulting in the force being transmitted to the car seat occupant. As such, these child seats fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 213, "Child Restraint Systems." In the event of a crash, the seat occupant is at an increased risk of injury. Combi will notify owners, and provide them with a cover to be added to the bottom of the seat, free of charge. The recall is expected to begin in July 2016. Owners may contact Combi customer service at 1-888-232-3294, or by going to http://registration.combiusa.com/recall. Combi's number for this recall is 610.
Thank you,
Recalls Subscription Team
Office of Defects Investigation (ODI)
National Highway Traffic Safety Administration (NHTSA)
U.S. Department of Transportation (DOT)
Please follow one of these links to update your profile or unsubscribe.
To file a vehicle safety-related complaint, please go online to our File a Complaint web page, or call us toll-free at 1-888-327-4236.
To find out more about NHTSA, please go to the Safercar.gov website or call our Vehicle Safety Hotline toll-free at 1-888-327-4236.
Our Privacy Policy can be found at this web page.
If you have questions regarding these e-mails, please go to the NHTSA Contact web page.
This is a system-generated e-mail. Do NOT respond to the sender of this e-mail.


REACH OUT
TAKE ACTION

Business Process

TAKE ACTION

Have a Greater Impact

PROGRAM:

- Notifying citizens of vehicle recalls

INITIATIVES:

- Improve targeted recall notification and remediation information emails
- Track delivery statistics

RESULT:

- 1 million recall notifications per quarter
- Much higher degree of delivery confidence
- Internal email system was also freed up trying to send the massive amount of required communications

Increase Access & Revenue

PROGRAM:

- Modernize communications for timely access to disaster resources

INITIATIVES:

- Improve communications so that disaster victims can quickly access resources during emergency recovery
- Send targeted emails to affected contacts with SBA disaster loan information

RESULT:

- Sends 11M+ text messages annually
- Increase of 79 percent in electronic loan applications (ELA) within one year

Better Customer Service

PROGRAM:

- Integrate with web portal for registration verification, confirmation of filing, and quarterly tax notifications

INITIATIVES:

- Offer registration verification, password reset and confirmation messages for tax filers
- Combine 1:1 messages to individual tax payers with 1:many messages to all filers regarding relevant policy changes

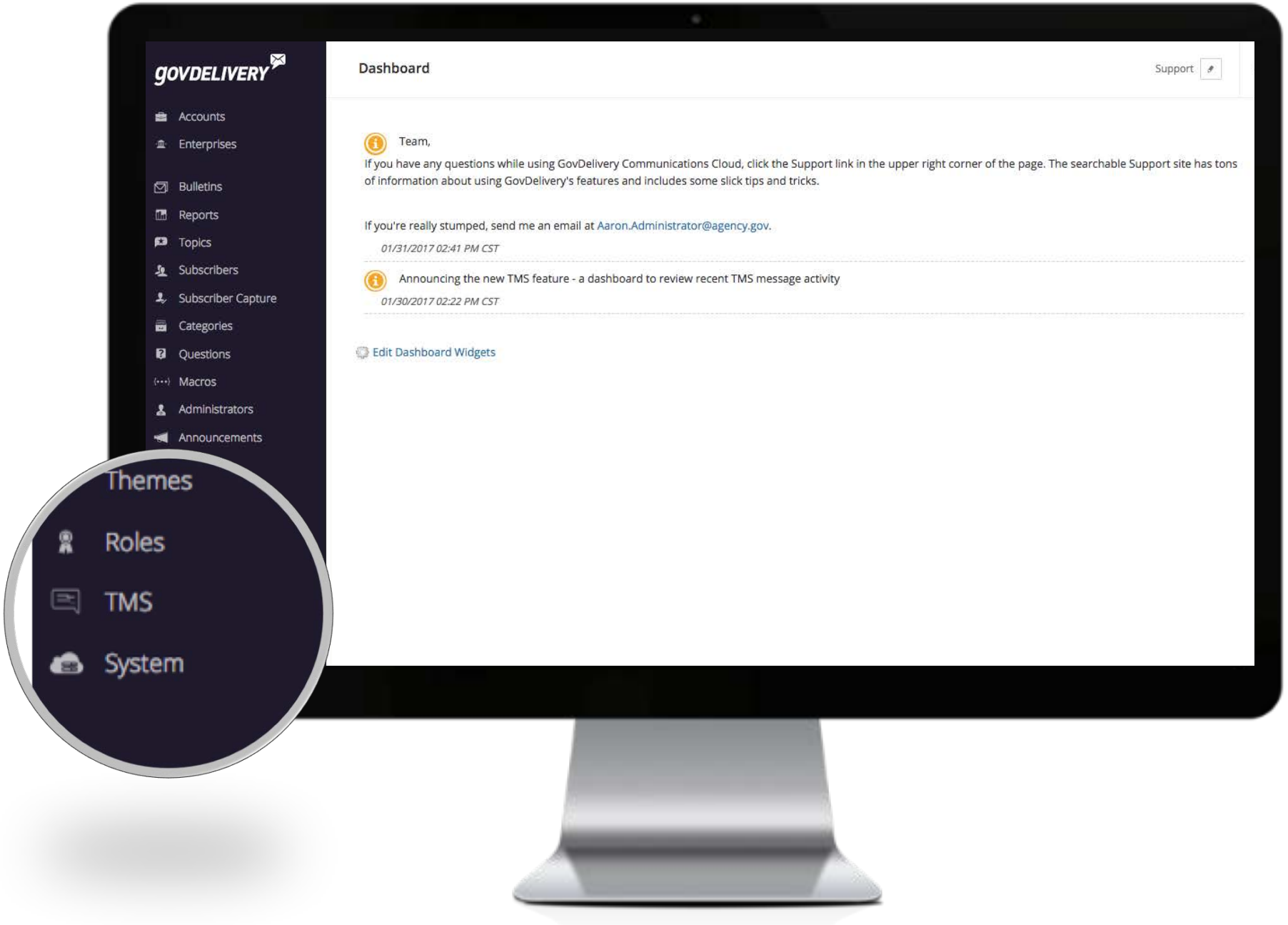
RESULT:

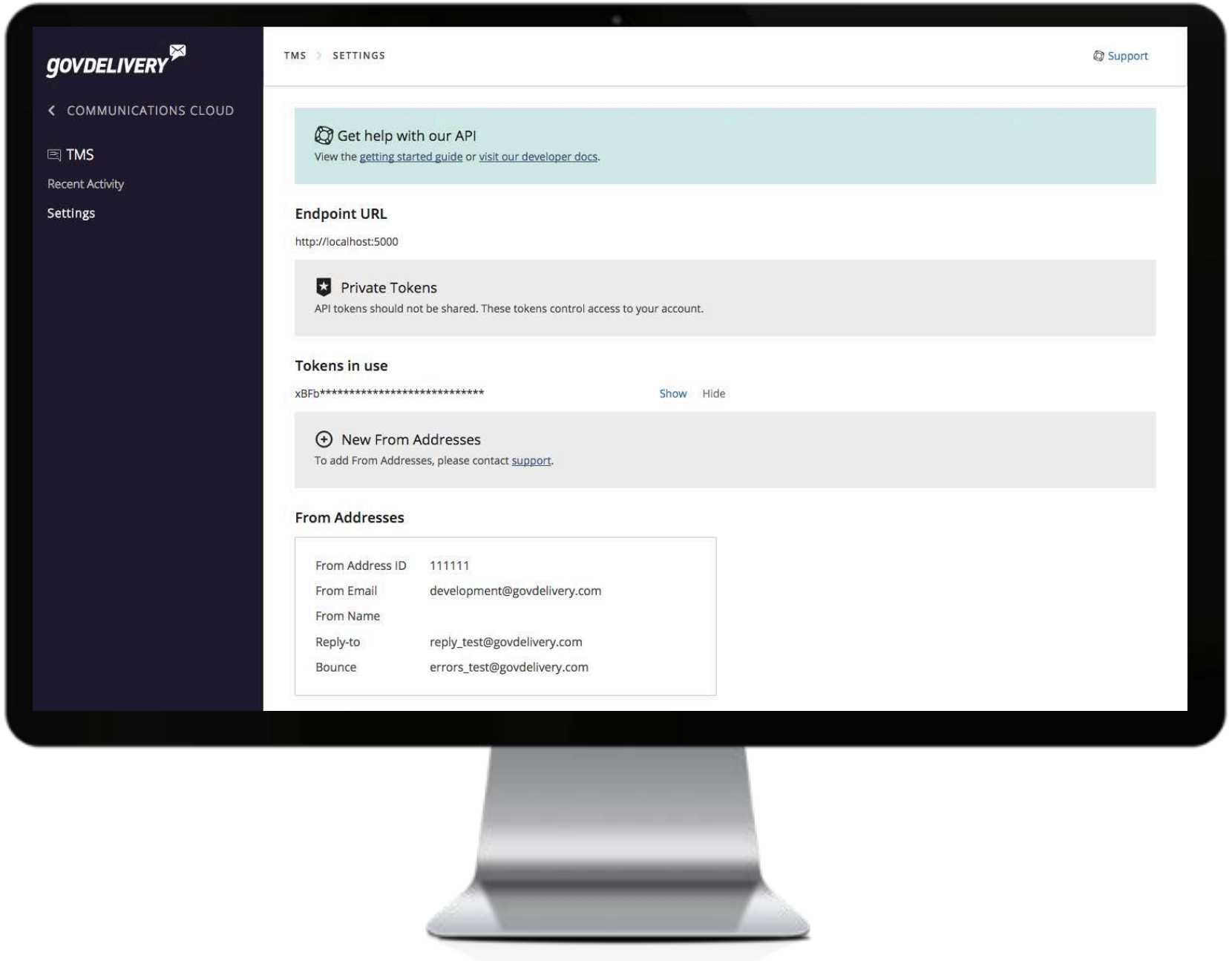
- ~12M messages sent annually (2016-2017)
- Modern tax filing service to larger, on the go, audience

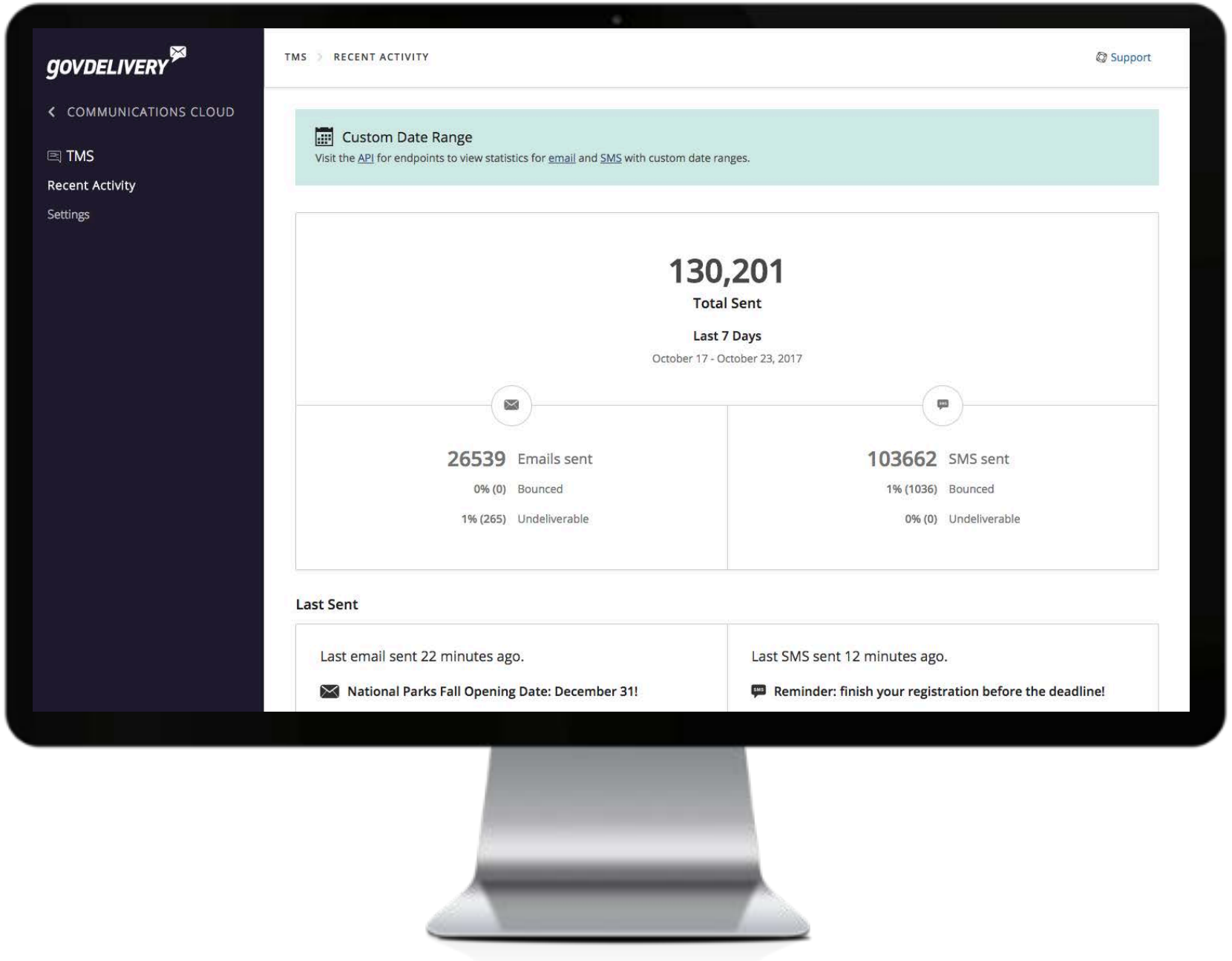
Why Targeted Messaging?

- ✓ SAVE VALUABLE RESOURCES
- ✓ INCREASE REVENUE
- ✓ HAVE A GREATER IMPACT
- ✓ SAFE AND SECURE

TMS in Action


GOVDELIVERY
Accounts
Enterprises
Bulletins
Reports
Topics
Subscribers
Subscriber Capture
Categories
Questions
Macros
Administrators
Announcements
Themes
Roles
TMS
System
Dashboard
Support
Team,
If you have any questions while using GovDelivery Communications Cloud, click the Support link in the upper right corner of the page. The searchable Support site has tons of information about using GovDelivery's features and includes some slick tips and tricks.
If you're really stumped, send me an email at Aaron.Administrator@agency.gov.
01/31/2017 02:41 PM CST
Announcing the new TMS feature - a dashboard to review recent TMS message activity
01/30/2017 02:22 PM CST
Edit Dashboard Widgets


GOVDELIVERY
COMMUNICATIONS CLOUD
TMS
Recent Activity
Settings
TMS > SETTINGS
Support
Get help with our API
View the getting started guide or visit our developer docs.
Endpoint URL
http://localhost:5000
Private Tokens
API tokens should not be shared. These tokens control access to your account.
Tokens in use
xBFb**********
Show
Hide
New From Addresses
To add From Addresses, please contact support.
From Addresses
From Address ID 111111
From Email development@govdelivery.com
From Name
Reply-to reply_test@govdelivery.com
Bounce errors_test@govdelivery.com


govDELIVERY
COMMUNICATIONS CLOUD
TMS
Recent Activity
Settings
TMS › RECENT ACTIVITY
Support
Custom Date Range
Visit the API for endpoints to view statistics for email and SMS with custom date ranges.
130,201
Total Sent
Last 7 Days
October 17 - October 23, 2017
26539 Emails sent
0% (0) Bounced
1% (265) Undeliverable
103662 SMS sent
1% (1036) Bounced
0% (0) Undeliverable
Last Sent
Last email sent 22 minutes ago.
National Parks Fall Opening Date: December 31!
Last SMS sent 12 minutes ago.
Reminder: finish your registration before the deadline!

Thank you!

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