

GovDelivery Network

GovDelivery Communications Suite



Creating excellent, timely content for citizens is challenging and worthwhile work, but even the most well-crafted message doesn't bring results without a captive audience. Without reach, your agency's ability to fulfill its mission and impact citizens is minimized. The GovDelivery Network offers the most powerful way for government agencies to reach the maximum number of people to ensure that communications is a key driver of strategic outcomes.

The GovDelivery network makes it simple to connect with more citizens. Over 1,800 organizations are already connected with more than 150 million citizens, and 50,000 new people are signing up for messages from government through Granicus' solutions every day.

By opting in to leverage the GovDelivery Network, organizations can let others cross-promote information easily and seamlessly – increasing subscribers by up to 500 percent.



Citizens can sign up for communications from multiple similar agencies in one streamlined process, growing your audience easily.

BENEFITS

GROW YOUR AUDIENCE

State agencies acquire five times more new subscribers through the GovDelivery Network in a month than through website signup or list uploads alone.

ONE-STOP SHOP

Signing up for communications is easy for citizens who can access information from similar agencies at varying levels of government, or that serve the same geography.

COLLABORATE

By collaborating with other like-minded and local agencies, organizations see an increase in citizen engagement on a global scale.

FEATURES

- Customizable topic promotion within the Network
- Easy to use reports display subscriber growth via Network vs. other methods
- Improved citizen experience
- Efficient cross-promotion of relevant agencies and departments
- Audience acceleration capabilities



U.S. Census Bureau

Granicus enables the U.S. Census Bureau to directly connect with almost 600,000 people on issues ranging from population surveys and the economy, to education, health and trade. The Bureau continues to grow their reach in preparation for the 2020 census. Over a 12-month period, they grew their reach by more than 72,000 new citizens, with almost five times more of these subscribers coming from the GovDelivery network than signing up directly via the Census website.

About Granicus

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 150 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimizing decision-making processes, Granicus strives to help government realize better outcomes and have a greater impact for the citizens they serve.

For more information about the GovDelivery Network and the GovDelivery Communications Suite, visit us at www.granicus.com/solutions/govdelivery-communications-suite