GRANICUS

GovDelivery Communications Cloud

Digital communications platform for government

Communications Cloud is a marketing-automation platform that enables government organizations to quickly and easily connect with more constituents. As the only FedRAMP-certified marketing-automation platform, Communications Cloud is the most-secure marketing solution available for public sector organizations.

Craft messages in custom-built branded templates to provide a consistent and familiar experience for audiences across all platforms. Engage citizens with content by sending messages to a specific segment of your audience and save valuable time by crafting a single message and sharing through email, text and social media instantly.

Grow an audience through text-to-subscribe, social media promotion, other government agencies through the GovDelivery Network and by leveraging website traffic with attention-commanding subscription strategies. The simple sign-up process allows constituents to opt into receiving communication on the topics that matter to them, simultaneously allowing your organization to divide constituent subscribers by interests.

Communications Cloud delivers messaging at a higher rate, keeping emails out of spam folders and handling unsubscribes, bounces and inactive emails, allowing communicators to focus on content.

Available reports on open and click-through rates provide insight into message success and allow for continuous improvements to a marketing strategy to make each touch better than the last.

GOVDELIVERY NETWORK

Further build out subscriber lists through cross-promotion opportunities with nearby and related organizations by leveraging the GovDelivery Network, which includes over 1,800 organizations with more than 150 million citizens. With more than 50,000 new people signing up for messages from government through Granicus' solutions every day, organizations using Communications Cloud have increased subscribers by up to 500 percent.

Email, text message and social media communications

Secured with FedRAMP certification

Audience growth opportunities/ strategies

Customizable, branded templates

Open, click-through, and bounce rate reporting

GovDelivery Communications Cloud

ADVANCED PACKAGE FOR COMMUNICATIONS CLOUD

Improve communications strategy with advanced marketing techniques

- Drive engagement with proven marketing techniques
- Use A/B testing to improve tactics and messaging
- Built-in campaigns welcome and re-engage subscribers
- Dynamic segmentation boosts communication efforts

CONNECT

Sync your CRM system with Communications Cloud

- Automated customer data sync
- Compatible with Microsoft Dynamics or Salesforce
- Single location for complete contact data
- Advanced Package integration for complex segmentation

TARGETED MESSAGING SERVICE

Automate personalized messaging

- Secure API with ReST architecture
- Text, voice and email delivery options
- Delivery status, click and timestamp reporting
- Scalable infrastructure

FEDRAMP & ENHANCED SECURITY

Government-grade cloud software protection

Communications Cloud and associated modules are FedRAMP certified, protecting communication and subscriber data with the highest-available data security certification available. Additionally, opting in to Enhanced Security provides the hands-on guidance, online on-demand training and recommendations for integrating security requirements into existing business processes to make your organization FedRAMP compliant.