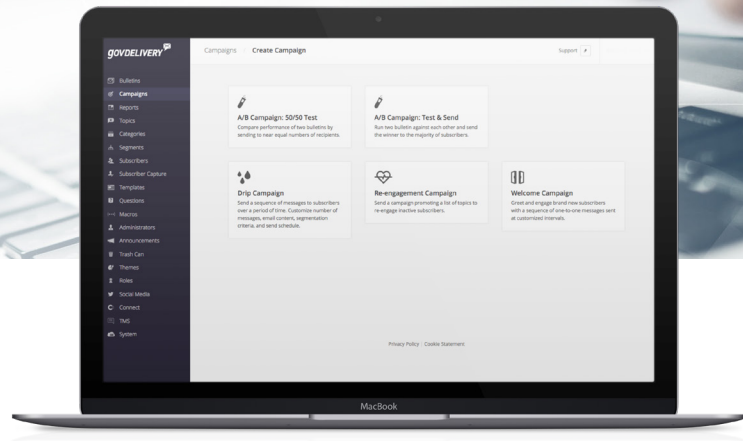


# Advanced Package

Turn Your Communications Into Outcomes With Targeting, Testing, & Automation



## DID YOU KNOW

# 70%

of communicators say the most important benefit of automation technology is better-targeted messages?

## Advanced Package Highlights

- Automate welcome and re-engagement campaigns.
- Drive engagement with targeted drip campaigns.
- Boost relevancy with dynamic segmentation.
- Use A/B testing to improve messaging and email tactics.

## Next-Level Communications Made Simple

Are your emails making an impact? Many are deleted every day because they target the wrong audience with the wrong message. Granicus govDelivery with Advanced Package can change all of that for you and your team. You can leverage automation along with audience segmentation, message testing, and campaign execution to make a bigger impact without added effort.

## What If You Could...

- ✓ **Make a great first impression** by automatically welcoming new subscribers to your brand and resources?
- ✓ **Save time by automating campaigns** triggered by subscriber behavior to encourage a desired outcome?
- ✓ **Create a better citizen experience** through enhanced audience targeting?
- ✓ **Optimize results by discovering what works best** for your audiences with A/B testing of messages?
- ✓ **Leverage experts** at Granicus to build more citizen-centric campaigns that drive better outcomes?

## With Advanced Package You Can...

### Strengthen citizen relationships through campaigns

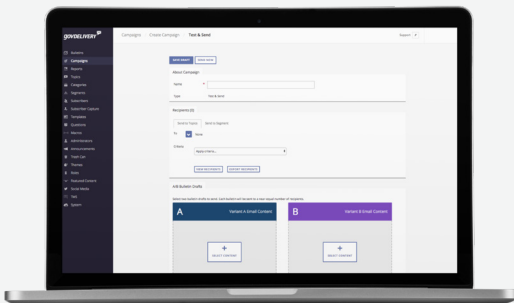
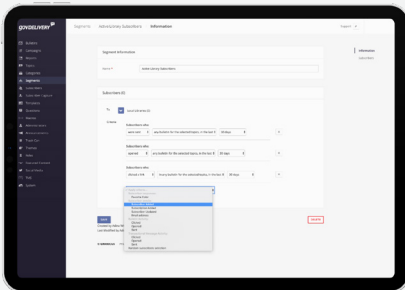
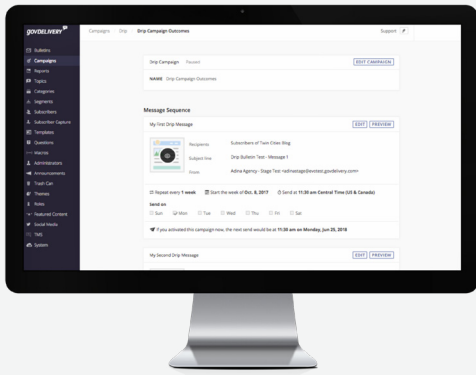
- Welcome new subscribers with automated messages.
- Send a campaign promoting content to re-engage subscribers.
- Customize a sequence of messages with a tailored drip campaign.
- Easily monitor campaigns for successes or areas of improvement.

### Increase message relevancy with segmentation

- Group subscribers into segments based on key attributes.
- Establish on-going audience criteria for automated campaigns.
- Recalculate a segment count in real-time for subscriber insights.
- Export a segment subscriber list to easily build a new topic list.

### Maximize efforts by A/B testing for optimal results

- Save time with automated testing of A/B message variables.
- Choose audience percentages that best align with your strategy.
- Test based on a primary metric and length of time.
- Gain test analytics and take-action based on winning results.



## Proven Customer Success



When Medicaid eligibility requirements changed, Virginia's Department of Medical Assistance Services (DMAS) needed to inform as many newly eligible adults as possible. With the help of Granicus Experience Group's team of digital communications experts and govDelivery with Advanced Package, DMAS was able to enroll more new adult members in Medicaid.



**50K**  
More People  
Reached



**250K**  
New Medicaid  
Members

**GET INSPIRED**  
See more customer successes >

**About Granicus:** More than 4,500 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.