



# Advanced Package for Communications Cloud

## Improve communications strategy with advanced marketing techniques

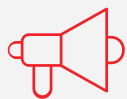
Take Communications Cloud capabilities to the next level without creating more work. Cut through the noise and reach citizens with the right information at the right time in the way they want it with proven approaches such as greater audience segmentation, personalization, message testing and automation.

Advanced Package's pre-built onboarding and re-engagement campaigns allow communicators to build a strong relationship with citizens from first interaction or nudge unresponsive recipients into reactivation. Take campaigns one step further by building custom campaigns that automate your team's marketing plan with custom messages and delivery schedules.

Further break down audiences into complex segments and deliver customized messaging

that appeals completely to personal needs of constituents rather than partially to huge populations. Segments can be built using existing Communications Cloud data or from other collected demographic information via the Granicus Connect tool. Ultimately, organizations have the power to target and refine their audience beyond topic subscriptions, allowing communicators to maximize their reach and engagement efforts.

Perform simple tests to learn what really resonates with citizens. Send two message versions with varying language or design adjustments to random audience samples, and then take immediate advantage of these insights by sending the best version to the remaining population.



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