



Targeted Messaging Service

Automate personalized messaging

Targeted Messaging Service uses secure APIs to pair Communications Cloud, the Granicus digital communication platform, with additional information sources to deliver personalized communication - like notices, updates and reminders - via email, voice or text message to large groups of people. Although automated en masse, messages reach audience members separately, creating an individualized and credible notice or call to action.

Along with a robust, secure and scalable infrastructure, the automated messaging

solution offers customizable formatting, delivery tracking and information reporting.

Targeted Messaging Service saves printing, postage and employee costs and helps generate revenue through fewer missed appointments, more on-time bill payments and fewer lapsed benefits and licenses. Ultimately, this Communications Cloud feature allows government agencies to individually connect with constituents with personalized information and calls to action.



Secure API with REST architecture



Text, voice, and email delivery options



Delivery status, click and timestamp reporting



Scalable infrastructure