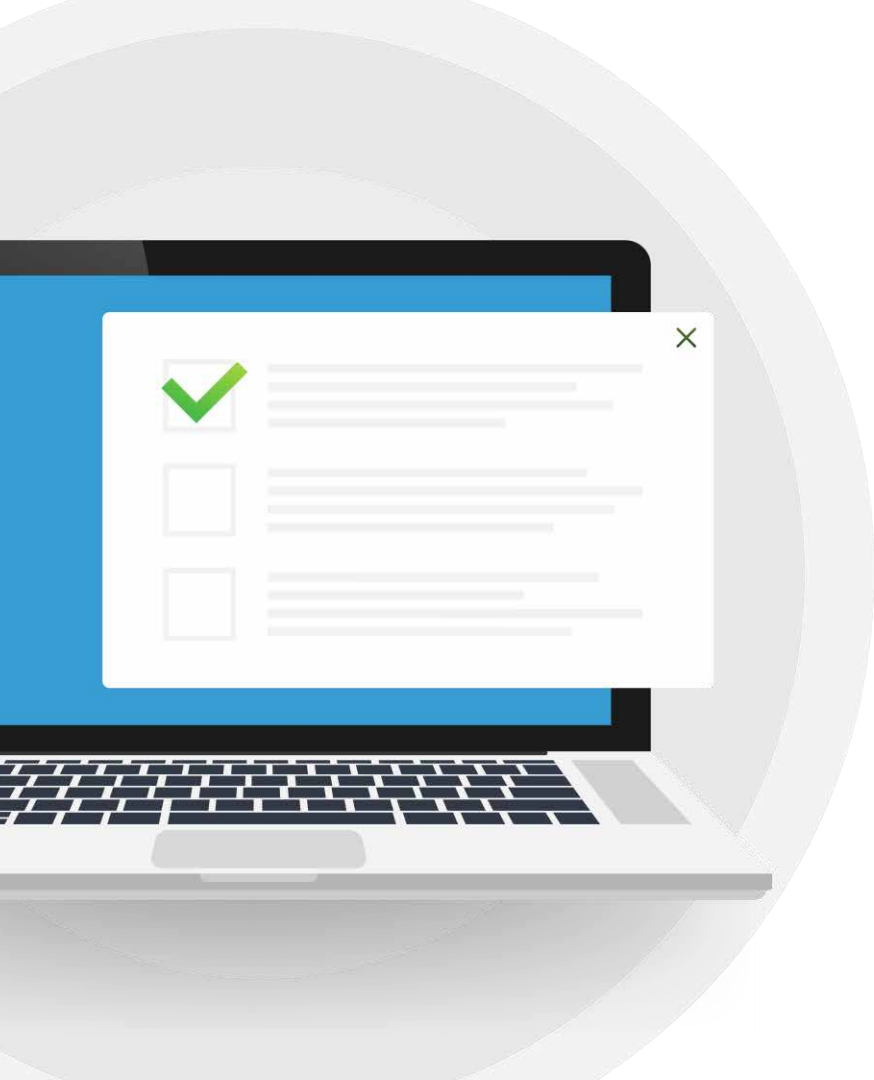




Communication Solutions for Colorado Government Agencies

June 6, 2023



What title best reflects your day-to-day responsibilities?

1. Program Manager
2. Communications Manager
3. IT Manager
4. Web Coordinator
5. Other (comment in chat!)

Today's Granicus Speakers



Julie Lewis

Account Executive,
Granicus



Kristoffer von Bonsdorff

Solution Consultant,
Granicus



Jeff Tzucker

Manager GXG,
Granicus

Colorado SIPA Speakers



Beth Justice

Sales and Marketing Director,
Colorado SIPA



Duane Tucker

Customer Success Director,
Colorado SIPA

Granicus Is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999.



Connecting
with
government-
provided
information and
services

6,000+ Government
Customers

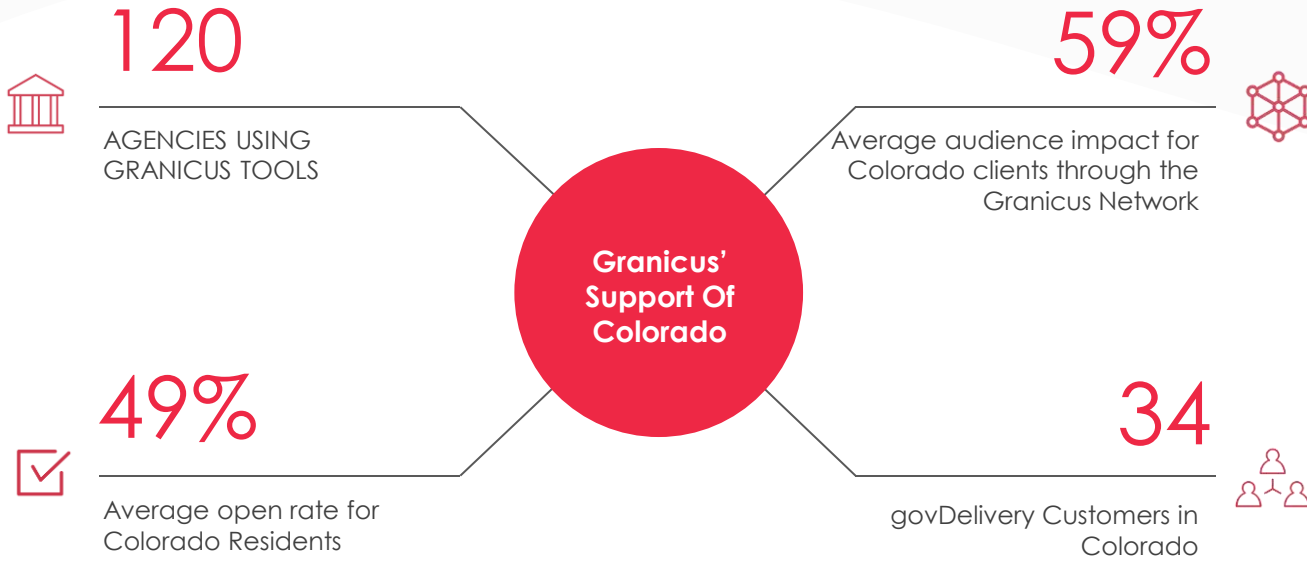
15 Of 15 Federal
Agencies

1000 Employees
Worldwide

50 States, plus locales in
Canada, UK, Ireland,
Australia, New Zealand

50 of 50 Largest
US Cities

Granicus in Colorado



34 Million

Messages sent to subscribers in the past year

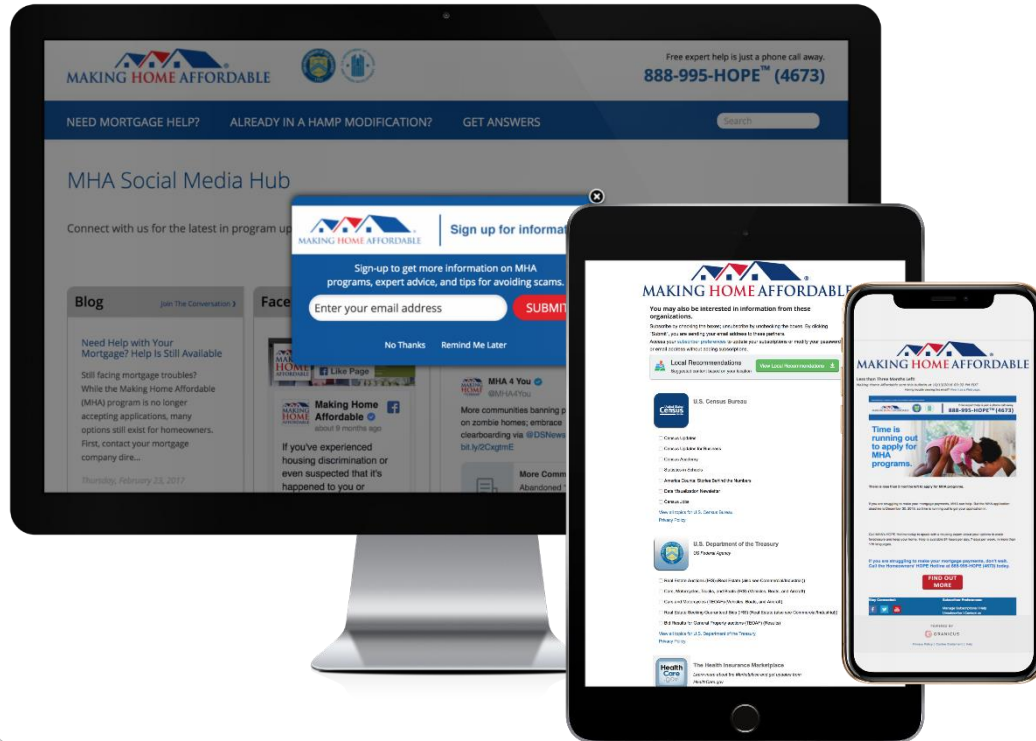
5.2 Million

Unique subscribers receiving govDelivery updates in Colorado



Reach and Engage

Increase subscribers and drive them to action



Comprehensive Subscriber Capture

Make it easy for citizens to opt-in to connect, right from the start

Accelerate Audience Growth

Leverage the breadth of the Granicus Subscriber Network

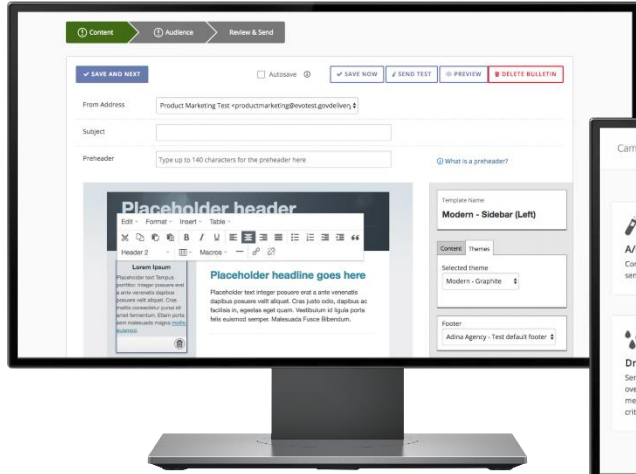
Inform and Engage Citizens

Communicate with citizens and drive them to take a specific action, such as planting trees on Arbor Day

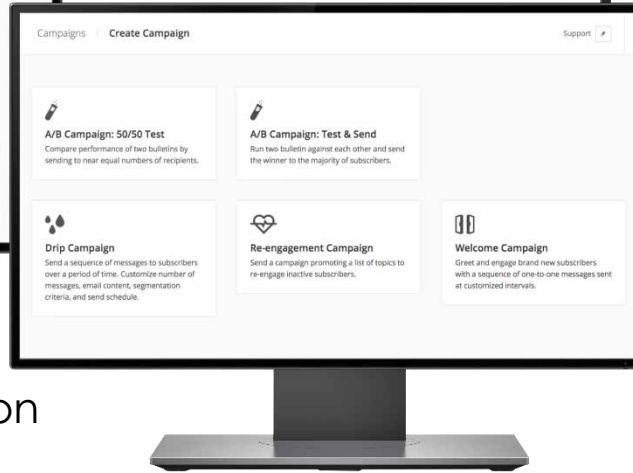


Technology to Simplify

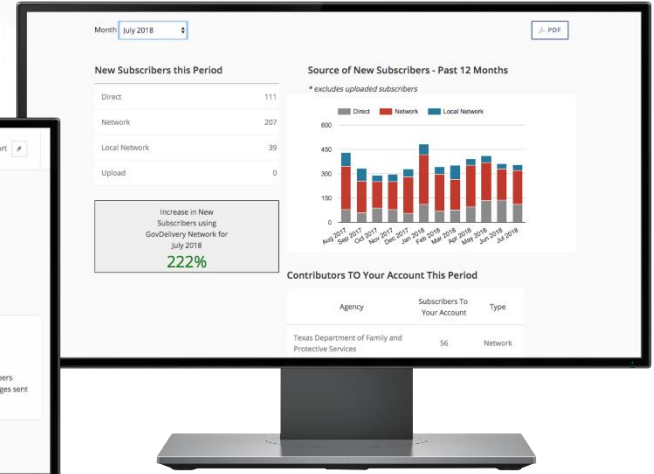
Modernize tasks with data-driven results



Impactful Content Creation



Dynamic Segmentation and Automation



Detailed Analytics and Actionable Insights

Measurable Metrics

Engagement Rates



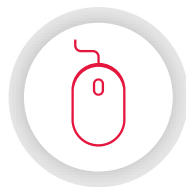
The number of unique email recipients who opened an email or clicked on a link in the previous 90 days compared to the total number who received an email in that period.

Open Rates



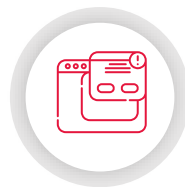
The number of recipients who opened an email compared to the number who received it.

Click Rates



The percentage of recipients who clicked on at least one hyperlink within an email compared to the total number who received it.

Overlay Impact



The influence an overlay window has on getting visitors to a website to sign up to receive future information updates via email or SMS.

Subscription Per Subscribers



The number of topics for which one individual has signed up to receive email updates. (Calculated by dividing total subscriptions by total subscribers).

Supporting Your Success

Committed to world-class customer service, experts in Granicus products, focused on answering your questions & ensuring your success.

CUSTOMER SUPPORT



FOUNDATION

24/7 support and response to any and all inquiries via web, phone, or email.

IMPLEMENTATION SERVICES



ACTIVATION

Get up and running quickly, leveraging our decades of experience, best practices and training options.

CUSTOMER SUCCESS & ACCOUNT TEAM



ADOPTION

A dedicated resource for guidance on overall account health and annual strategic reviews.

GRANICUS EXPERIENCE GROUP



ENGAGEMENT

Our multidisciplinary team of strategists, analysts, and communicators can partner with you to design, deliver & optimize experience-based programs that mature over time.



GRANICUS EXPERIENCE GROUP

Best-in-class human-centered practices and a design-thinking approach to help our government clients better connect with the people they serve

DIGITAL AGENCY



STRATEGY & PROGRAMS

Design, develop and manage a sophisticated program to enhance the **constituent experience** across your owned channels.



DATA & INSIGHTS

Analyze data throughout program strategy and Management. **Discover** insights for meaningful audience segmentation and message optimization.



CREATIVE & CONTENT

Leverage our digital content **expertise** to refine or create email or SMS messages, website content, graphics, videos and more.



TRAINING & RESOURCES

Leverage our expertise to **build internal skills and capacity** with custom best practice curriculum.

CURRENT CLIENTS INCLUDE:

Virginia Department of Medical Assistance Services, Indiana FSSA, NJ Office of the Gov.

THE GXG FRAMEWORK

HUMAN-CENTERED

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

Access and create content needed at various touchpoints and phases of the journey.



DEMO

Why govDelivery?

Email, text, and social communications to reach your whole community



Purpose-Built Technology



Personalized Content for Increased Relevance



Unparalleled Reach



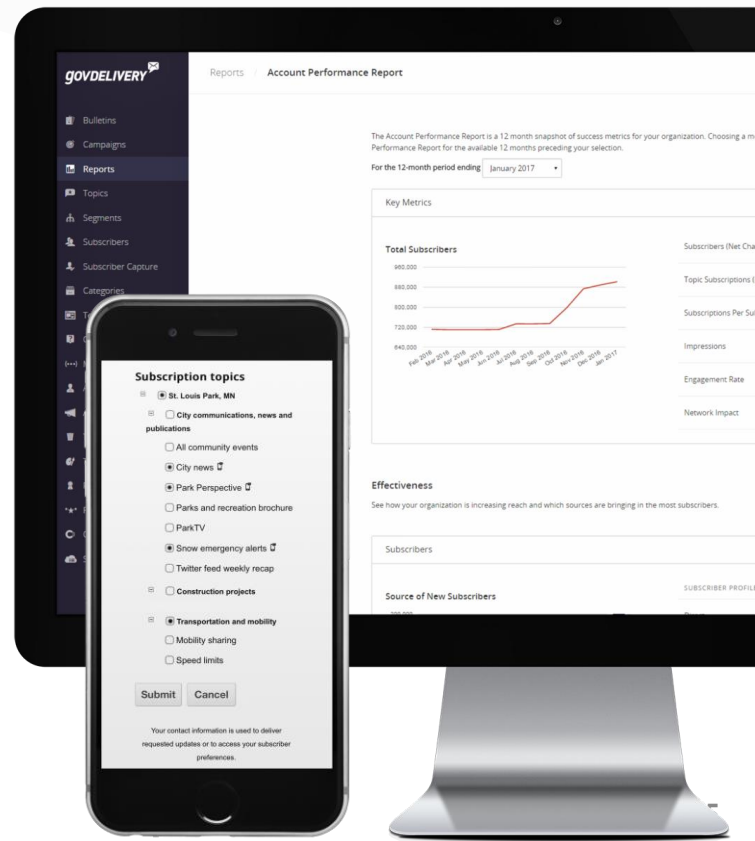
Community Engagement Tools to Capture Reach



Data-Driven Insights and Optimization



Write Once, Publish Everywhere





THANK YOU!

Questions? Email info@granicus.com