Aptify AMS and HighRoad Solution Integration

About HighRoad Solution

HighRoad Solution, LLC, was founded in 2005 by Ron McGrath and David Caruso after working together at several high-tech communication companies. With more than 20 years of industry experience, Ron and David have led HighRoad to success on the philosophy of client care and doing the right thing. In just a few years after its founding, HighRoad quickly became a leading solution provider in the association industry, currently supporting more than 200 clients worldwide. And every year since, the agency has grown rapidly through both client referral and strong industry partnerships, including Aptify.

About Aptify

Aptify serves the association market with an enterprise-wide solution consisting of software, implementation, cloud-based hosting, training, and support services. For two decades, we have had the honor of serving the needs of more than 150 of the largest global not-for-profit organizations. We become partners with our clients, learning their specific needs and providing long-term solutions for them to provide a perfect member experience.

Who Is HighRoad?

HighRoad Solution is a digital marketing agency aimed at serving associations in the non-profit sector of the association industry. By partnering with big-time players in the AMS market, HighRoad is able to provide email, marketing automation, and inbound marketing solutions to clients, while using its +Plus line portfolio of products to integrate with two pre-existing and well-known platforms—HubSpot and BlueHornet. To add, HighRoad also offers an array of strategic consulting in areas like social media planning, lead development, engagement strategies, and much more! Like Aptify, HighRoad is a chosen and endorsed software of the American Society of Association Executives (ASAE) and proudly supports more than 200 of the top associations.
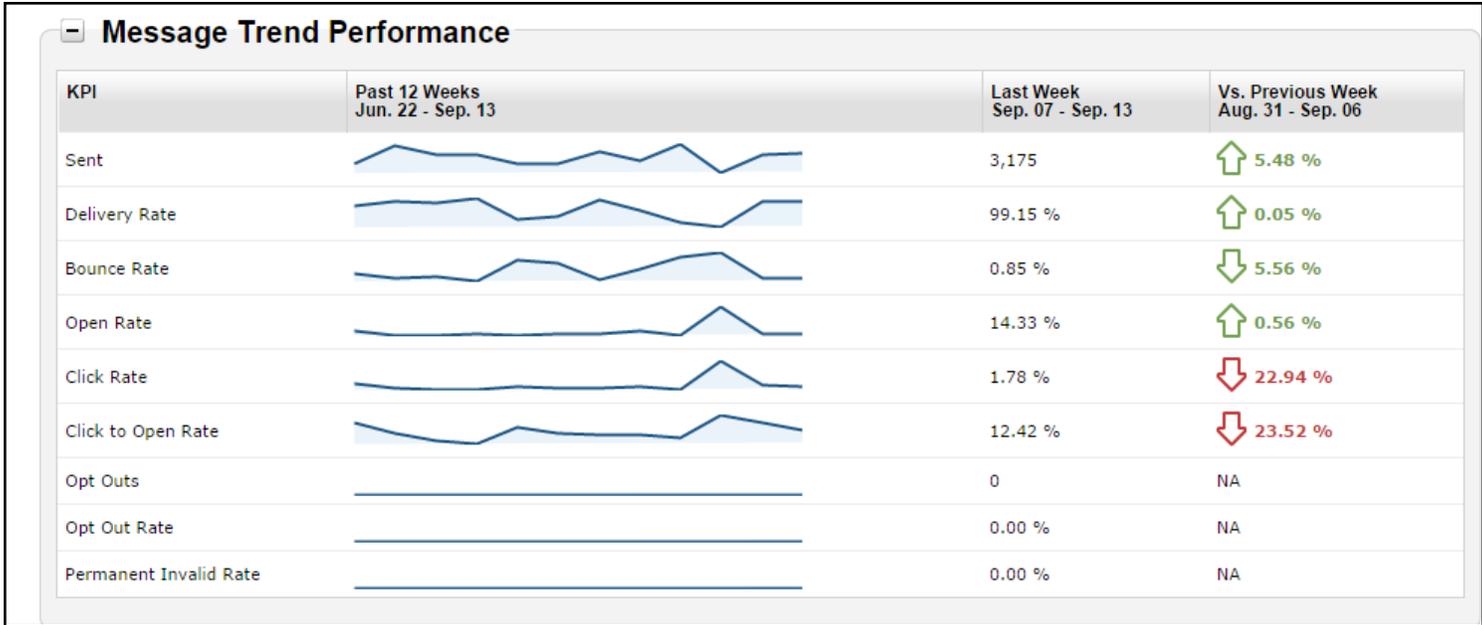
How Aptify Works with HighRoad

HighRoad focuses on partnering with the best-of-breed software providers so they can keep efforts concentrated on what they do best—maintaining a deep understanding of product platforms to apply top-of-the-line integrative solutions.

As a long-time partner of Aptify, HighRoad has completed more integrations with our AMS than anyone else in the market. Because of the synergistic relationship shaped by combining Aptify's flexible RAD platform with HighRoad's +Plus SaaS product line, clients are able to take great advantage of this integration—specifically utilizing the BlueHornet platform to control and customize e-mail output.

In addition, HighRoad built the Newsletter Xpress and Newsletter Xpress Plus solutions into the integration to provide fully automated hyper-personalized newsletter solutions allowing for content to be automatically populated in responsive email templates and delivered to individuals based on preferences users set in their profiles. Examples include the New Jersey Society of CPAs' NJCPA *Pulse* bi-weekly publication that provides custom content to its readers and ASAE's *Associations Now Plus* newsletter that consolidated over 15 newsletters into one automated mailing.

We work closely with HighRoad to foster and maintain a close business professional—and personal—partnership.We work together diligently to stay up-to-date on new innovations and provide feedback to help our clients work more efficiently. Also, HighRoad attends, speaks, and sponsors an array of Aptify's conferences and user groups in order to work closely with our clients to better understand their needs and align with the platform.
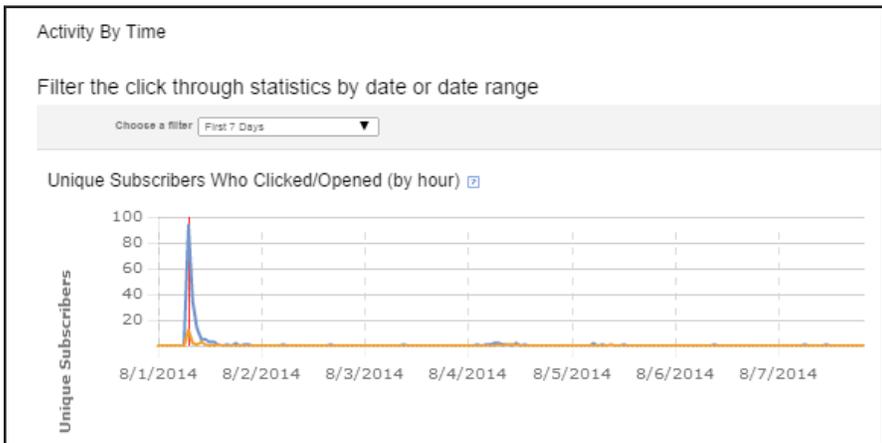
Message Trend Performance

KPI	Past 12 Weeks Jun. 22 - Sep. 13	Last Week Sep. 07 - Sep. 13	Vs. Previous Week Aug. 31 - Sep. 06
Sent		3,175	⬆ 5.48 %
Delivery Rate		99.15 %	⬆ 0.05 %
Bounce Rate		0.85 %	⬇ 5.56 %
Open Rate		14.33 %	⬆ 0.56 %
Click Rate		1.78 %	⬇ 22.94 %
Click to Open Rate		12.42 %	⬇ 23.52 %
Opt Outs		0	NA
Opt Out Rate		0.00 %	NA
Permanent Invalid Rate		0.00 %	NA

Choose Recipients

* Recipients: ◯ All Subscribers
　　　　　　　⦿ Specific Segments (Static & Dynamic Segments)
Included Recipients: 🔲 Include Segments
　　　　　　　No segments included...
Excluded Recipients: 🔲 Exclude Segments
　　　　　　　No segments excluded...

Activity By Time

Filter the click through statistics by date or date range

Choose a filter [First 7 Days ▼]

Unique Subscribers Who Clicked/Opened (by hour) ?

Top: Message Trend Performance shows how our e-mails are performing over a given period of time. Not only will this tool display the number of emails sent, opened, clicked on, bounced-back, and more, but it will provide you with an accurate snapshot of your how your messages are carrying out relative to weeks prior.

Middle: Here you can see a first step in exactly how messages are set up to be delivered. You can choose to include all recipients available in your database to receive a specific message, or include particular segments to receive the message. You can also exclude certain individuals from receiving the message. All of these can be pre-populated based on data stored in Aptify.

Bottom: Unique Subscribers is just one of many metrics Aptify clients can measure with the HighRoad integration. The graph to the left exhibits exactly how many people clicked on or opened e-mail messages over a specific date range. This data can be written back to Aptify to allow for comprehensive reporting.

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