

At HighRoad, we build marketing technology stacks for associations. Plain and simple. We help you choose the right email and/or marketing automation platforms for your business and goals, build custom integrations to create a seamless experience for your members, customers, and prospects, and provide expert consulting to set you up for success.

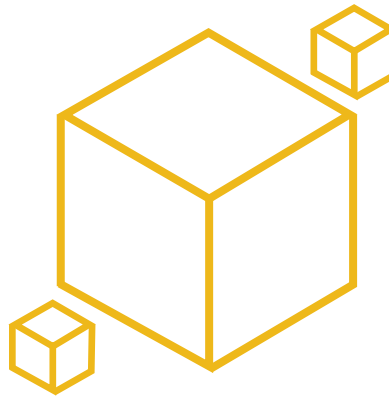


Our Platforms

For email automation and marketing automation.


Our Integrations

With any marketing platform and AMS in the marketplace



Our Services

From strategic to tactical, we help you meet your goals.



We get your systems connected so that you're seeing the full data picture:

- Plus Connector (for email automation): Integration that syncs your identified contacts and contact attributes with your chosen digital marketing platform
- Lifecycle Connector (for marketing automation): Integration that identifies when a contact has converted on a particular program so that he or she doesn't get sent into subsequent associated buyer journeys.

We provide you with the right platform to meet your business objectives:

- Adestra, the leading email automation platform for the association industry, packed with robust segmentation, automation, and reporting functionality.
- SharpSpring, the leading marketing automation platform for the association industry, designed for lead generation, sales enablement, and upsell campaigns.

We layer in the expertise to help you truly maximize your martech stack:

- Onboarding services (included with platform purchase)
- Email automation services
- Marketing automation services
- Data management services
- Technology adoption services

**Our
value**