



## What Is Possible?

When you connect the Personify platform with High-Road Solutions' marketing platforms, you can:

- Use your AMS data to trigger campaigns that boost event attendance
- Increase renewals by sending messages based on online behavior and membership data
- Effectively convert prospective visitors into members using personalized digital journeys
- Increase non-dues revenue opportunities by collecting data insights for program managers

## Technical Requirements

Personify connectivity is simple. All HighRoad needs is access to the Personify launcher. Once connected, HighRoad will integrate an all-customer sync that will include all contacts and their fields. HighRoad can set up pre-defined list based on your business requirements to help you target smart. We also integrate with Data Analyzer via the Marketing Module to provide additional ad-hoc query building for more smart targeting options and leveraging personify data.

Lastly, HighRoad will set up an email preference center connected to the customer opt in/out interest areas to give you more insight into your members' preferred communications.

## Association Marketing Roadmap



### Email Marketing

Keep members informed and engaged with one-to-many communication.



### Marketing Automation

Get people to take action by meeting each member where they are in their journey.



### Professional Services

Get expert advice and hands-on implementation support.

# Personify

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HighRoad Solutions equips associations with the digital marketing platforms, data connectivity, and expert services to grow their digital footprint and, ultimately, their business. Our proven technology and processes allow associations to use the world's best marketing tools such as Adestra, SharpSpring and HubSpot with their Personify AMS.

sales@highroadsolution.com  
1- 703 - 297 - 8888

