

MemberSuite + Higher Logic Marketing Automation

POWERED BY INFORMZ

By seamlessly integrating with Membersuite, Higher Logic Marketing Automation (powered by Informz) enables you to create more personalized communications and automate many manual tasks from one integrated interface. With the integration you can automate marketing campaigns based on both demographic and engagement data with our powerful and easy to use marketing tools.

Benefits of an integrated solution:

Increased Marketing Efficiency

- Manual tasks like list upload can be completely automated
- No HTML, No problem. Email messages can be designed visually with no need for HTML
- Sophisticated marketing campaigns with abandonment, engagement scoring & much more can be created in minutes
- Get a birds-eye view of marketing campaigns with a centralized communications calendar
- Recipient preference management is integrated with Membersuite in real time

Implementation & Support

- You're never on your own - our team will assist with the implementation, training and specific support needed by your organization

Enhanced Email Deliverability

- Our dedicated deliverability team manages relationships with major ISPs as well as anti-spam groups on your behalf.
- Dedicated IP addresses are available upon request

Insightful Reporting

- Over [120 actionable real time reports](#) are available
- Want to know how well your campaigns compare to others in your industry? Benchmark your campaigns against industry averages within the application