



Leverage the power of your D3000 database with targeted, relevant and timely email communications.

*“Informz has dramatically changed the way we communicate to our stakeholders, allowing us to speak directly to them through well-designed email collateral pieces.”*

**Julie Calvert**, Vice President of Marketing  
Cincinnati USA Convention & Visitors Bureau



## eMarketing for the Destination Industry

### Seamless Integration

- > Target and personalize emails based on D3000 data
- > Real-time exportable marketing metrics with write-back to D3000

### Advanced Email Marketing

- > Easily create and publish email
- > HTML and plain-text templates with built-in editor
- > Personalize emails with data from D3000
- > Delivery optimization
- > Mailing activity, unsubscribe, opt-outs, and bad email addresses available in D3000

### Events

- > Create customized event registration forms
- > Create personalized event invites, reminders, etc
- > Collect online payments securely via Verisign
- > Real-time event registration reports

### Text Messaging

- > Two-way messaging
- > Group texting
- > Delivery assurance
- > Certified carrier connectivity

### Online Surveys

- > Customizable survey templates
- > Multiple question types
- > Skip logic and conditional branching
- > Real-time reports and exportable data
- > Survey data written back to D3000

### Quality Service & Support

- > eMarketing Advisors
- > ISP Relations Team
- > Professional Services Team