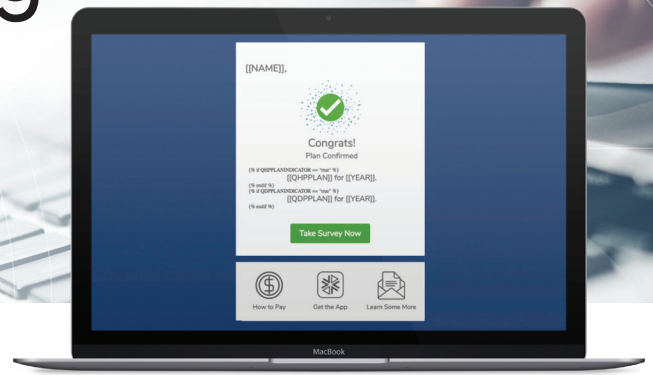


# Targeted Messaging

Manage citizen relationships through automated, targeted, & personalized messages



## DID YOU KNOW

# 71%

of people are more influenced by personalized messages?

## The Targeted Messaging Advantages

- Value each citizen relationship with personalized email, text, and voice delivery options.
- Improve delivery status, click, and timestamp reporting.
- FedRAMP secure API and REST architecture.
- Reliable and scalable infrastructure.

## Want to Make an Impact? Make It Personal

Missed appointments, late payments, lapsed benefits — how do you get people to take the action you need with limited resources for following up? Enter Targeted Messaging. With it, send automated personalized emails, voice, and SMS messages – to millions at a time. The results? Reduce costs, save time, generate revenue, and improve citizen relationships.

## What If You Could...

- ✓ **Convince more citizens to take action proactively** without burdening your team?
- ✓ **Send millions of personalized messages** at once, automatically, and across multiple channels?
- ✓ **Give your team time to focus on strategic priorities** instead of chasing after problems?
- ✓ **Deliver measurable citizen interactions** while gleaning actionable data for continuous improvement?

“ TMS is definitely a success for our agency. We’re able to reach audiences more quickly and reliably. I would recommend anyone with a similar need or circumstance to switch to govDelivery TMS.”

- Gopal Rajanala, Program Manager, NHTSA

## With Targeted Messaging You Can...

### Deliver impactful messages, tailored to citizens

- Deliver a single message or many through a secure, reliable API.
- Tailor message content for each citizen for greater impact.
- Trigger relevant messages based on a call-to-action, event, or date.
- Leverage template options which include if/then branch logic.

### Track how well your efforts are performing

- View summary statistics for sending activity.
- Track total count of recipients to whom messages were sent.
- Know number of failed to delivered because they bounced.
- Display most recent message sent, including date and time sent.

### Get started easily with world-class support when you need it

- Easily execute common functions from an intuitive dashboard.
- Access Targeted Messaging API details and documentation.
- Securely generate and revoke API tokens.
- Support from Granicus to help make the most of Targeted Messaging.

## Proven Customer Success



The National Highway Traffic Safety Administration (NHTSA) uses govDelivery's Targeted Messaging to improve safety by connecting millions of Americans with important vehicle and product recall information.



**6.2M**

Targeted Messages sent yearly



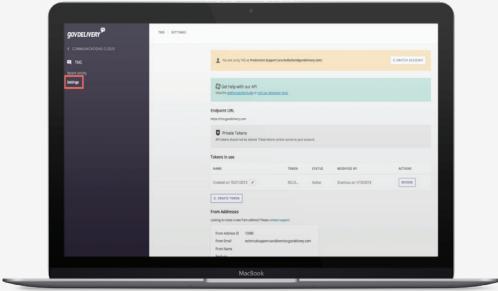
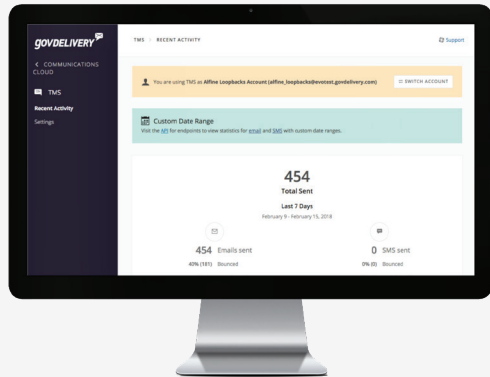
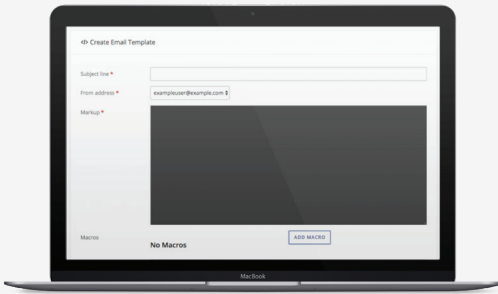
**99%**

Deliverability of high volume sends



**3X**

Open rate than average email



About Granicus: More than 4,200 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.