

# Effortless and engaging email marketing

YourMembership integrates with Informz® to bring you:

- More affordable and effective emails with easy-to-use tools
- Targeted email lists utilizing your member data
- Comprehensive email dashboards to manage activity and analytics



**Create** stylish and modern designs fast with relevant and timely content using an intuitive Content and Campaign Designer. Access dynamic email templates, initiate automated campaigns and trigger personalized messaging based on visitor behavior.



**Extend** your staff with a dedicated, industry-specific eMarketing Advisor who works with your team to provide best practices for your email strategy and data analysis to drive your success.

**1+2=3**

**Simplify** analysis and reporting with web metrics, heat maps, engagement scoring and conversion tracking for a better understanding of campaign performance.



**Customize** your email marketing initiatives to increase engagement, improve retention and build stronger, more personal relationships with Informz® email marketing and marketing automation.



**Optimize** mobile delivery with responsive email templates, and preview your content across multiple devices and email clients to ensure perfect delivery.



**Affordable** email marketing tools available exclusively through YourMembership.

Schedule your personalized demo today!

**ymmembership**

[yourmembership.com](http://yourmembership.com)

Email Marketing Automation powered by



[connectwithus@yourmembership.com](mailto:connectwithus@yourmembership.com)

Call us at 1.727.827.0046

