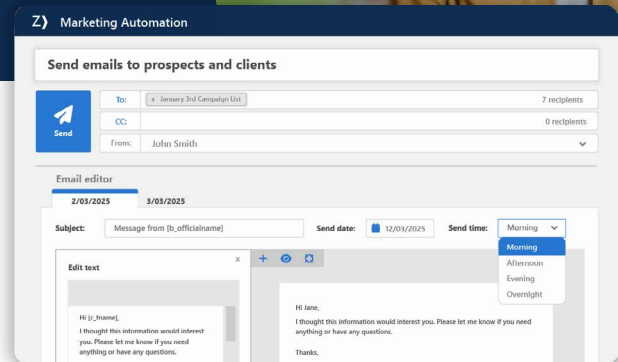




Marketing Automation

Make Prospect Outreach, Customer Onboarding, and Renewals a Breeze



Communication fuels effective insurance processes. Agents and brokers who can send the right message to the right person at the right time stand a higher chance of turning prospects into customers and earning renewals on existing books of business. But modern consumers expect more from these messages than ever before, and it can be challenging to keep up.

Marketing Automation eases the burden. This solution enables producers to set up individual emails or dedicated campaigns, with options to include authoritative materials from Zywave's vast insurance content platform within your messaging. Emails can be deployed to individual recipients or dedicated contact lists, with flexible scheduling options available.

With Marketing Automation, you can cross the communication divide effectively reaching your prospects and customers and drive desired outcomes for your organization.

A Communication Engine Built for Insurance Producers

Flexible Distribution Capabilities

With Marketing Automation, each item you send can go to an audience as broad or as narrow as you desire. With options to send to individual contacts, customer accounts, or dynamic and static lists, you have full control over who gets your message.

Robust Scheduling Options

Timing is everything in communication. Marketing Automation makes it easy to set the date and time for a message to hit your audience's inbox. Scheduling controls are also available for each message in a campaign.

Illustrative Reporting

Get a clear picture of how your communications are performing. View everything from email opens to clicks on campaign materials – all within your dashboard. It's never been easier to connect marketing efforts to revenue and retention.

Want to learn more?
Contact us at 855-454-6100
marketing@zywave.com

