

# Capture Employee Attention with Targeted Newsletter, an Unlimited Offering

## Overview

Jive Enterprise Work Platform from Aurea is a leading digital collaboration platform. Aurea Campaign Manager is an industry leading email marketing solution. When integrated to work together, these powerful solutions enable organizations with tools to automate the creation and delivery of newsletters ensuring you reach the right employees with the right information at the right time.



Jive Enterprise Work Platform



Campaign Manager

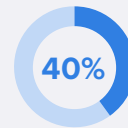
## Employee Newsletters Matter

When surveyed, over 60% of communicators indicated they regularly send employee newsletters over email reinforcing the fact that newsletters remain an essential element of successful corporate communications strategies.

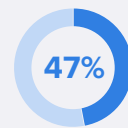
Making newsletters more personalized to target employees based on specific categories like department, job title, or location can greatly increase employee productivity and engagement which has many benefits to organizations.

- **Reach More Users** - Target newsletter content that matters to employees based on who they are and what they do to help them feel more connected to the business and increase productivity.
- **Reduce Information Overload** - Once created, Jive content is curated to customize newsletter content to ensure the right information reaches the right employees at the right time.
- **Improve Existing Newsletters** - Use Targeted Newsletter to enhance existing newsletters with content based on user attributes.

### INDUSTRY RESEARCH SHOWS



**Excellent internal communications could lead to a 40% increase in customer satisfaction.**



**Companies that are highly effective communicators could experience an estimated 47% higher return to shareholders.**

## How it Works: Create Newsletters Employees Want to Read in Just a Few Clicks

Targeted Newsletter enables Jive customers with tools that leverage Jive content to seed and publish newsletters targeted to employees based on categories like department, location or title. Once created, reviewed and approved newsletters are accessible on desktops, mobile devices and tablets.

### WITH TARGETED NEWSLETTER, YOUR ORGANIZATION CAN:

- Move away from the one size fits all newsletter approach by delivering targeted content to employees.
- Save time and improve read rates with modern, visually appealing templates that work on any device.
- Improve message relevancy by leveraging user attributes and more.
- Know what's working and fix what isn't with powerful reporting that tracks email open and click-thru rates, and more.

## Implementing Unlimited Solutions

There are several options available for implementing Aurea Unlimited products determined based on the solution(s) being implemented, customer infrastructure, and use cases. Customers planning to take an Unlimited product should contact their Aurea AE to discuss their project and the options available for implementing their chosen solution(s).

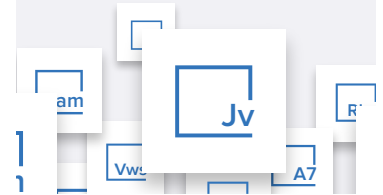
### *Technical Requirements for Targeted Newsletter*

Latest version of Jive Enterprise Work Platform - Cloud and Campaign Manager

 Aurea Unlimited

We spend billions on software so you don't have to. Our Unlimited approach to enterprise software is designed to simplify and accelerate the way you use technology. One subscription unlocks every Aurea product, so you can innovate and expand with less risk, better performance, and more value for your business.

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## Connect With Us

For more information about Aurea Targeted Newsletter, contact us today.

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