




Oakland County Service Offering: **GovDelivery**® Email and Digital Subscription Management

Oakland's eGovernment team has launched **GovDelivery's Email and Digital Subscription Management solution** on the County's public website <http://www.oakgov.com>. This new service allows citizens to sign up for automatic notifications via email or wireless text message when new information is posted on the County's site.

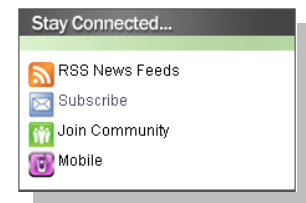
Focus on communication in the public sector

-  Personalization: Offer citizens many choices about what they get and when they get it (reach public on all issues)
-  Automation: Streamline communication process by triggering email updates when Web content changes
-  Delivery: Make sure emails get to the inbox not the Spam filter; certify emails to major ISPs

Three Steps to **Proactive Communication of Compelling Content** Using GovDelivery

1) Personalization. Give residents what they want, when and how they want it.

- ✓ Residents are empowered with 10 to 40 times more subscription options available to them, than with standard email list software.
- ✓ Cities can offer all content choices in a single subscription system. Signup process allows residents to choose how they would like to receive their updates, via email, RSS or wireless alerts.



2) Automation. Streamline the process of communicating new information to the public.

- ✓ Use GovDelivery to **automatically** deliver email and wireless (text) alerts to residents when content updates occur.
 - Monitors an organization's web pages and can automatically generate alerts as content is updated.
 - Monitors RSS feeds which makes it easy to offer subscriptions to traditional agency content as well as blog, video, podcast, and other Web 2.0 communication channels through a single system.
- ✓ Choose to **manually** send emails and wireless alerts (or add special content in email footers) when you have new compelling content you want to promote.

3) Deliverability. Utilize proven delivery infrastructure.

- ✓ GovDelivery stays at the forefront of deliverability issues to ensure emails land in inboxes and not in junk folders. In fact, **98% of emails sent through GovDelivery make it to recipients' inboxes, compared to an industry average of 88.5%**.
- ✓ CertifiedEmail is a class of legitimate, trusted email that is specifically marked as such. A blue ribbon envelope icon lets citizens know a message is real, from an actual government agency and is safe to open and act on.

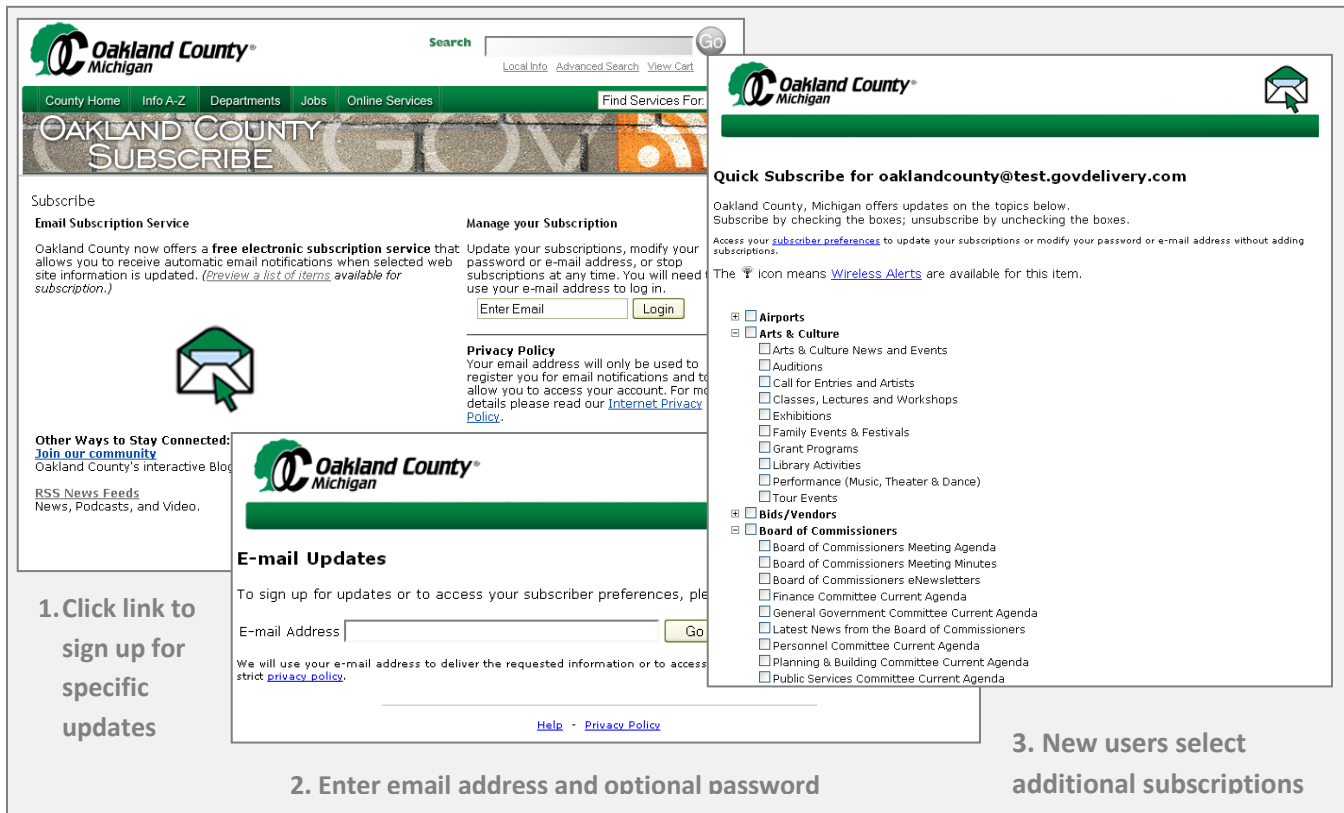
GovDelivery is the world's leading government-to-citizen digital communication solution. Operating on a Software as a Service platform, GovDelivery's Email and Digital Subscription Management is an automated system that uses email, wireless alerts or RSS to keep citizens informed when new information is available. GovDelivery assumes all the support, training, infrastructure and security risks, while government agencies experience increased website usage by up to 50%, improved customer service, and decreased costs for a positive return on investment (ROI).

Benefits & Measurable Results

- ✓ **Cut Costs.** Sending notifications through email saves money on paper, postage and staff time used for traditional direct mailings.
- ✓ **Go "Green".** Sending communications electronically saves our forests and cuts transportation emissions and CO2.
- ✓ **Improve Service to Citizens.** Give citizens the information they want, when they want it.
- ✓ **Achieve Greater Number of Subscribers vs. Traditional Email List Software.** GovDelivery clients experience a 300% to 1,100% increase in number of subscribers.
- ✓ **Increase Website Usage.** More subscribers amounts to more information "pulled" by citizens; increases website usage by 20% to 50%.

*"When we looked at our email alerts that had been pushed out to our interactive community of people, we had embedded links back directly into the information. **Over 50% of the messages sent, someone had directly linked back to the information sent.** That's very important because **one of the difficulties of government is to 'market' their services.** By pushing more people back into where the information is located, then we are finding that they are going to be utilizing more exponentially as time goes on."*

*-Phil Bertolini, Chief Information Officer
Oakland County, MI*



1. Click link to sign up for specific updates

2. Enter email address and optional password

3. New users select additional subscriptions