



**Customer Engagement**  
Print & Digital Communications

# EngageOne<sup>®</sup> Connect

Design and deliver responsive, dynamic communications from within the browser.

Anytime, anywhere and on any screen: Delivering relevant, in-context communications is a key challenge for any organization. Competition for consumers' attention is fiercer than ever. Increasing channel choice has added to the complexity of reaching and engaging with customers.

Now you can drive mobile-first engagement that differentiates your business. With EngageOne Connect, anyone can create and deliver responsive email, SMS and push notifications that drive engagement.

This thin-client design and delivery system makes it simple to create dynamic, HTML5-enriched content through a single browser interface. Blend data-driven billing and statements with transactional and marketing content to maximize impact across each touchpoint.



## Communications transformed.

### Create an optimal experience.

Engage your customers the way they demand to be engaged, with personalized, glance-able content that makes interaction effortless. Now your customers can view communications on the screen of their choice, initiate actions with a single click, or drill down for more information.

### Enrich every engagement.

With advanced features like auto open, data-driven charts and the ability to integrate Interactive Personalized Video, you can transform every communication into highly relevant engagement. You'll connect more effectively across every customer touchpoint with responsive, data-driven communications.

### Enjoy real-time results.

Our innovative, real-time dashboard lets you monitor key performance indicators, make better decisions and continually fine tune your campaigns for maximum impact and engagement. You can bring clarity to your data with easy-to-understand charts that deliver instant insight.

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## Make digital the heart of your engagement strategy.

Compliment traditional static print communications with responsive digital communications created in and delivered from the browser. With EngageOne® Connect, you'll benefit from real-time reporting, configurable workflow and advanced security.

### Empower your users.

Now any user can create and deliver dynamic, interactive content optimized for any screen. Drive relevant digital communications with the glance-ability of responsive logic-based email, SMS and push notifications, all from within a single browser-based interface.

EngageOne Connect's thin client design and delivery system makes use of existing EngageOne® investments to optimize delivery and consumer engagement.

### Enjoy an intuitive, feature-rich design interface.

Design and deliver responsive, dynamic communications with ease and speed directly from the browser. You'll increase business agility and reduce time to market.

Start from a blank page and design your own custom communications, or work with existing HTML assets to import existing designs and create hybrid communications. Whichever you choose, WYSIWYG rendering lets you preview exactly how your design will appear on any device.

Use familiar drag-and-drop tools to add text and images. You can easily insert and edit data-driven charts and videos along with HTML5 elements. Create tabbed views or carousels within the same communication to vary the experience by device. Add social feeds, maps and more. Plus, you can also enable consumers to sign documents with their fingertips, right from their phones.

### Add confidence with enterprise security.

Consumer and reputational risk are important considerations. That's why EngageOne Connect utilizes powerful authentication protocols to minimize clicks and guard against phishing attacks. These tools provide the visual cues of inbox branding to enhance consumer security and reduce reputational risk to your organization.

The EngageOne Connect delivery engine provides a variety of customizable enterprise-strength security options that ensure IT and consumer confidence.

These include the ability to add in:

- Symmetric security to allow dedicated email passwording
- S/Mime email signing
- AES256 encryption of the email sent
- The ability to certify delivery with the use of one-time keys.

You can go further and increase consumer confidence with anti-phishing and inbox branding measures or even add consumer-selected images to the email in order to verify the sender.

Communication misuse is also considered in EngageOne Connect. You can apply both data-leak prevention and content-filtering abilities. Plus, you can also use built-in AV scanning or integration with main scanning providers.

With the added security of EngageOne Connect's fewest clicks model straight out of the box, 64 identifiers of user, device and browser are used to secure end-to-end engagement by the intended recipient.



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## Know what works. Fix what doesn't.

### Engagement, delivered.

Be sure that communications reach their intended recipients. Drive more complete engagement, minimize print costs and ensure compliance.

When email delivery is unsuccessful, user-configurable workflows can escalate or retry via the same or alternate channels, including SMS, push notification, print or even your call center.

*Engage more effectively across every customer touchpoint with responsive, data-driven communications designed and delivered straight from the browser.*

### Engagement, optimized.

Utilize the innovative, real-time dashboard to monitor key performance indicators, make better decisions and continually fine tune your campaigns:

- See at a glance which communications are performing well, and which can be optimized.
- Send test communications to see what works before launch.
- Understand in real time what actions recipients are taking, when they took them and what device and platform they were using when they did.
- Utilize the whats, whens and hows of your customers' digital engagement to continually refine their experience.



Real time dashboard reporting

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## Benefit from a powerful, end-to-end solution.

**Compose** responsive communications from scratch, or use existing HTML assets.

**Embed** and edit HTML5 elements to create engaging and interactive content.

**Deliver** more fulfilling and rewarding experiences with data-driven relevancy.

**Report** intelligence of delivery and interaction in real time via the built-in dashboard and integrate reporting via API to existing BI and CRM systems.

**Drive** engagement across screens with user-configurable workflows for non-delivery across email, SMS, push notification, print remediation and even call center via API.

**Create** escalated workflows across email, SMS and push notifications, with further remediation to print or call center.

# Drive deeper engagement and delight your customers.

Discover how EngageOne® Connect can help you stand out as a digital leader in your industry.



## Benefits

## Features

### Easy to use

- Intuitive WYSIWYG interface
- Drag-and-drop design capabilities

### Simple to deploy

- Browser-based for anywhere, anytime access
- Enhanced security with digital signatures

### Faster and more efficient

- Create responsive layouts without coding.
- Toggle between previews for desktop and mobile devices.
- Easily import and enrich existing documents.
- Effortlessly embed videos and custom objects.
- Save documents as reusable templates.
- Assign data feeds without IT involvement.
- Track opens, clicks and more via a comprehensive dashboard.
- Minimize customer barriers to action with auto open authentication.

### Supports multichannel production

- Design once for multichannel delivery.
- Control distribution to avoid common spam-filter triggers.

### Compatible with enterprise customer management applications

- Leverage EngageOne templates.
- Integrate real-time analytics with existing BI and CRM systems.

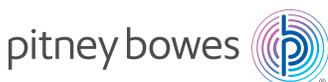
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