

# doxim<sup>®</sup>



## Doxim Email Marketing For Credit Unions

# All-In-One Email Marketing Platform With Powerful Features

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- Create great looking, personalized HTML emails with dynamic content
- Ensure mobile-friendly results with responsive templates
- Use easy list management and verification tools for higher delivery rates
- Increase customer engagement with events and surveys
- Segment your member list to increase results
- Monitor and adjust campaigns with in-depth reporting
- Access comprehensive support from a dedicated campaign implementation team
- Automate campaigns using data triggers

## Get Personal, Get Better Results

A study by Aberdeen Group suggests personalizing emails improves click through rates by 14% and conversion rates by 10%

### **Purpose-Built for Financial Institutions**

Trusted by hundreds of financial institutions of all sizes, Doxim Email Marketing was custom built specifically for financial services organizations, by people who know the industry. From simple one-off e-Blasts to multi-touch campaigns based on trigger events, Doxim Email Marketing is designed to simplify your email outreach. It even includes a powerful solution to drive e-Statement enrollment and paper statement opt-out in a single click.

### **A Toolset for Your Team, or a Turnkey Solution – Your Choice**

For larger organizations, Doxim Email Marketing delivers a WYSIWYG toolset that allows your marketing team to get campaigns rolling with minimum fuss and effort and maximum impact. Smaller organizations, who may not have sufficient resources in house, can partner with Doxim experts to design and implement effective email marketing programs.

### **Integrate Third-Party Data to Automate Key Processes**

One of the unique features of Doxim Email Marketing is how it integrates with your core back office, or other outside data sources, allowing you to automate email outreach for key member-facing processes. Automated email reminders can be an easy way to take the burden of account administration off the shoulders of your employees.

Encourage car loan customers to consider a new car as their loan reaches maturity or remind clients to book a yearly financial review—there's no end to the possibilities when you have a powerful and responsive email platform that makes it easy to set up and manage emails automatically.

### **Use Dynamic Data to Personalize your Email**

Personalizing your emails is a valuable step toward targeting your members more effectively. Put your

data to good use, and personalize names and subject lines to increase your conversion rates. Ready for the next step? Use data to personalize the body content of your email as well. Doxim Email Marketing even allows you to use personalized images to attract the attention of your members.

### **Verify Your Campaigns Before You Press "Send"**

Double check your recipient list. Send yourself a preview copy of the email. Confirm that your message will display correctly across multiple platforms. Check that your email won't get caught in spam filters. Doxim Email Marketing includes all the tools you need to prepare for a successful email campaign.

### **Increase Customer Engagement with Events and Surveys**

Drive customer engagement, and track and respond to trends in customer satisfaction. Doxim Email Marketing includes an easy-to-use tool for scheduling webinars, seminars and special event and managing registrations. You can also use integrated surveying capabilities to create online surveys and distribute them to customers via multiple channels. These surveys can include unique ID numbers to identify respondents for follow-up, or can be configured as anonymous surveys for general, non-specific data gathering and polling.

### **Maximize Marketing ROI with Multi-Step Email Campaigns**

Your members receive dozens of promotional emails a day. For your offers to get their attention, you need smart campaigns that respond intelligently to recipient behavior. Using Doxim Email Marketing, you can create and roll out automated multi-step, trigger-based campaigns that reach selected segments of your audience with a series of complementary messages about the benefits of your products – dramatically increasing your response rates.

### **Review Campaign Data**

Track email marketing campaigns in real time with in-depth reporting on open and click-through rates, bounces, forwards and unsubscribes. Learn at what time of day most of your emails are opened. Use monitoring data to understand campaign successes and improve future email ROI.

## Some Examples of Automated Campaigns:

Send members a first payment notification

Encourage car loan customers to consider a new car as their loan nears maturity

Welcome new members with an email series that introduces the services of the credit union

Invite qualified candidates to take a mortgage payment holiday

Send email reminders to loan applicants, to obtain needed documents

Alert members to upcoming events or offers they can receive



### Beth, time for a new set of wheels?

Hi Beth,  
Are you in the market for a new ride? As a DXM Financial Savings & Credit Union member, you have access to our low rates and flexible repayment terms. Let Forever Green put you in the driver's seat with great options like:

- No down payment
- Special "green" rates for hybrid and electric vehicles
- Terms up to 72 months for lower monthly payments
- 100% financing available
- Flexible repayment options and fast approvals

[LET'S GET ROLLING](#)

It takes less than 10 minutes to apply for a loan from your mobile phone, tablet or desktop computer. It's 100% secure and you'll hear back from us within one business day. Apply online now.

*Credit Union Car Loan Email Sample*



Your path to home ownership is clear, with DXM Financial mortgages.

Hi Jim,  
Picking the right mortgage can be tricky, but DXM Financial is here to help. Our lending specialists personalize every mortgage to suit your individual needs and lifestyle. DXM Financial mortgages offer flexible terms and competitive rates, and an array of options including:

- Fixed and variable mortgage rates
- Vacation home and construction mortgages
- Mortgages for self-employed or commissioned sales applicants
- First-time homebuyer incentives
- Easy mortgage renewals

[APPLY ONLINE NOW](#)

Need some help choosing?  
Can't get to the branch, but want to talk through your options? We'll come to you! DXM Financial offers flexible mortgage solutions 24 hours a day. A DXM Financial mobile lending specialist is available to meet with you anytime, anywhere.

[Meet With a Mobile Representative](#)

*Credit Union Mortgage Email Sample*

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[www.doxim.com](http://www.doxim.com)

[Info@doxim.com](mailto:Info@doxim.com)

866 475 9876