

# Leading Engagement Platform for Associations



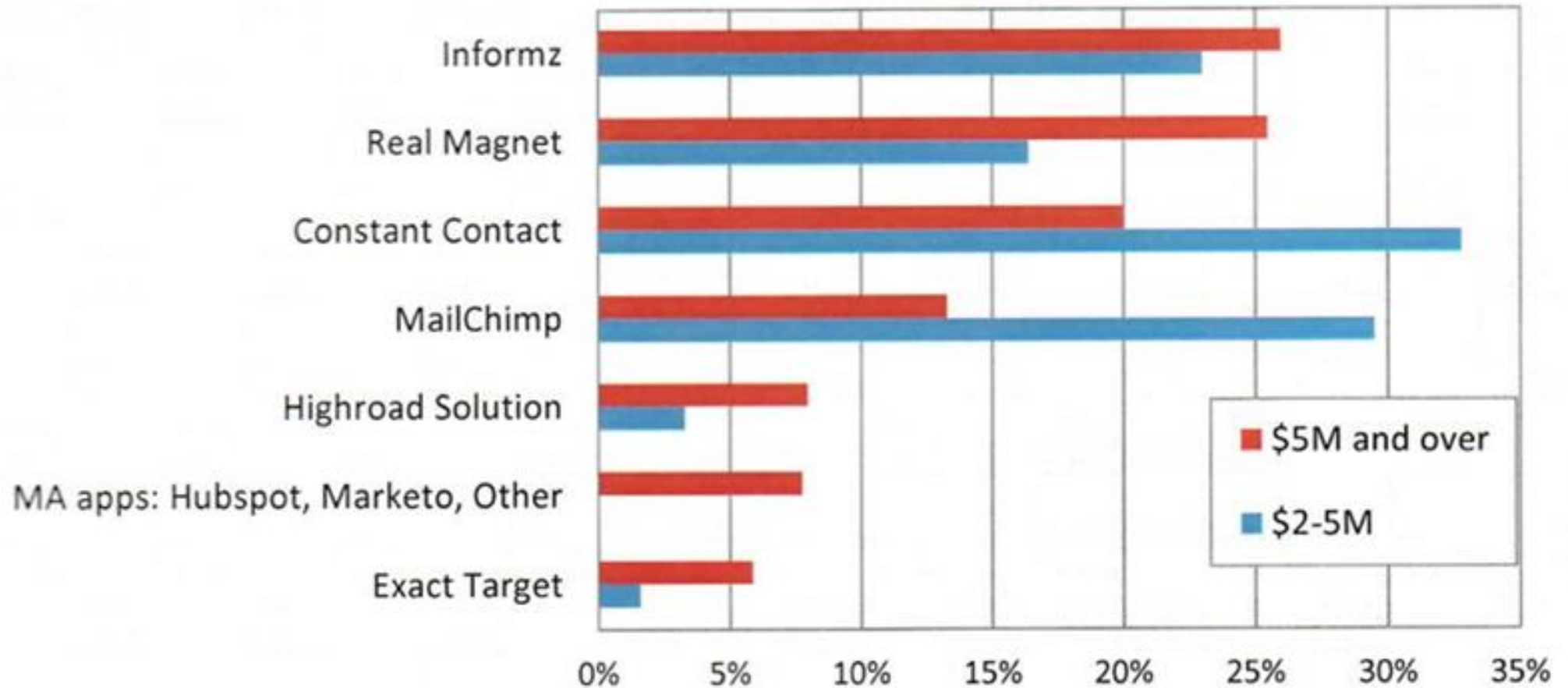
**HIGHER LOGIC**

ALL TOGETHER

# Market Leader

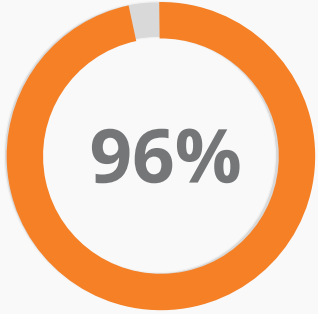
Source: 2017 Lehman Reports

## Major Email Services in Use



Percent of associations using the service (may add to more than 100%)

# Who is Higher Logic



96% Retention Rate



Global Presence

# 12 Billion

Interactions

**KAVI**<sup>®</sup>



**asi** ADVANCED SOLUTIONS INTERNATIONAL



**HIGHER LOGIC**

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graph TD; HL[HIGHER LOGIC] --> OC[ONLINE COMMUNITY]; HL --> MA[MARKETING AUTOMATION]; MA --> PI[Powered by Informz]; MA --> RM[Powered by Real Magnet];
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**ONLINE  
COMMUNITY**

**MARKETING  
AUTOMATION**

**Powered by  
Informz**

**Powered by  
Real Magnet**

# What is Marketing Automation Exactly?

## CREATION

of sophisticated  
marketing campaigns

## AUTOMATION

of repetitive tasks &  
manual processes

## ANALYSIS

of campaign  
performance

## INTEGRATION

of engagement data  
across all channels

# Marketing Automation Benefits & ROI

## ACQUISITION

Marketers using automation software generate **2X the number of new members** than those using blast email software

## ENAGEMENT

Automated email messages average **70.5% higher open rates and 152% higher click-through rates**

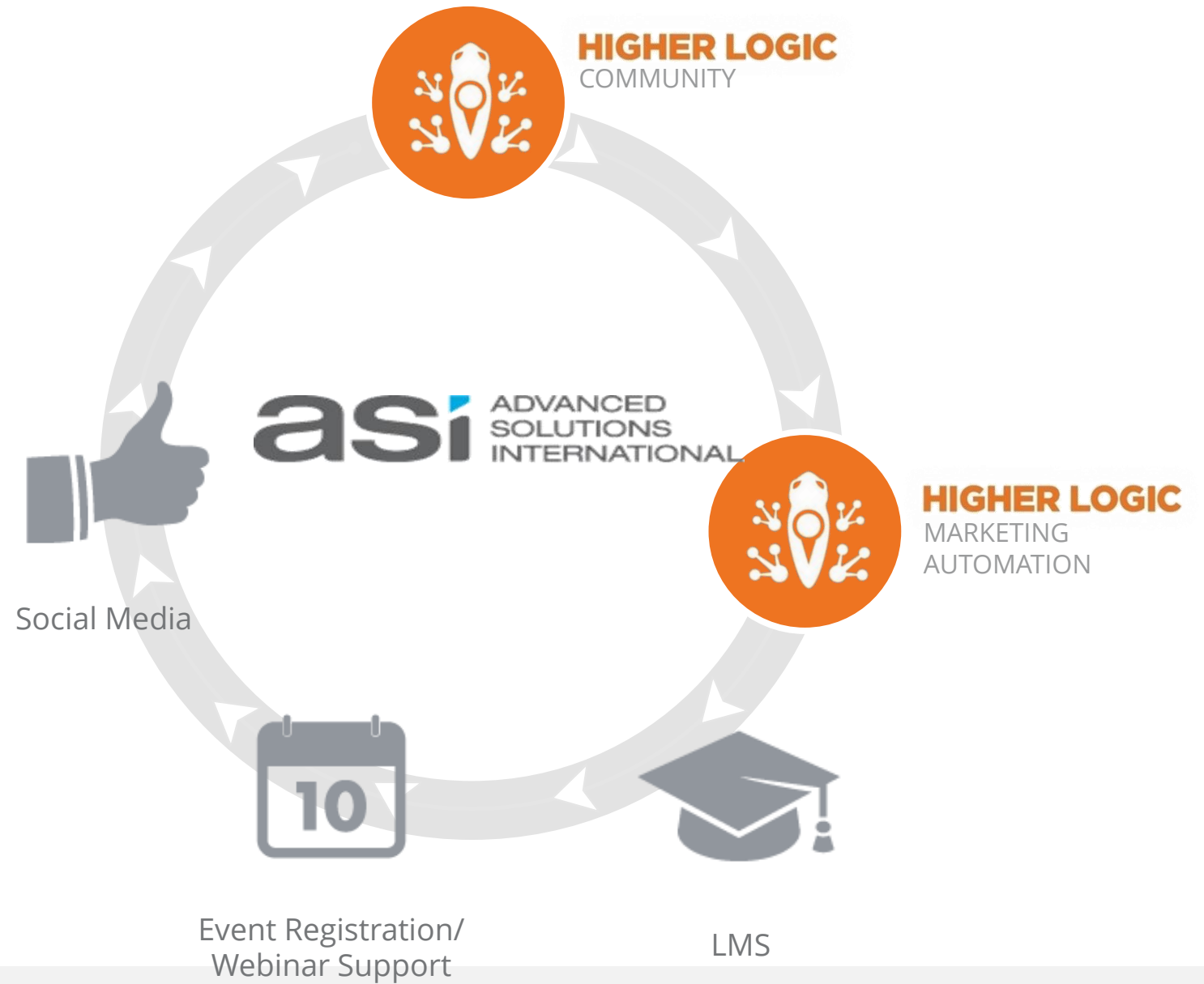
## RETENTION

Companies focus on acquisition more than customer retention, even though **it can cost 7x more** to acquire new customers

## REVENUE

Relevant emails sent with marketing automation software drive **18 times more revenue** than just email blasts.

# Integration with critical systems



# Integration Overview

- **Real-time Sync Using Your IQAs**
- **Writing activity data back to iMIS**
  - **-Mailings**
    - **•Name, Date, Delivered, Opens, Clicks, Web activity, Engagement score**
  - **-Marketing Automation**
    - **-Scoring, Web tracking: page views, purchases**
  - **-Ballots**
    - **•Name, Dates Started, Submitted, and Confirmed**
  - **-Surveys**
    - **•Name, Date Started, Completed**
- **Personalization features using data from iMIS**
- **Preference Management syncing**



# Success Story: Adding Automation Abandonment to Events

*“We’re touched the audience when it was ‘just in time.’ And the fact that we can track over \$73,000 directly to clicks in the campaign – it’s fantastic.”*

-Beth Arritt, Marketing Director at AAEE

**Awareness**

Improved open rate to  
**50%**

**Engagement**

Engagement went up  
**17%**

**ROI**

Increased Event Attendance **by 25%**

# Success Story: Automate Renewals & Get Quick Results

**65% Renewal After the 1<sup>st</sup> Email**

**Campaign Renewal Rate is 91%**

**Average Renewal Time is 2 Months**

**Print Production is Reduced by 50%**

# Success Story: Turn Lapsed Members Into Revenue



## WORKING FOR YOU

[Advocacy](#) | [Coding Corner](#) | [Guidance](#)

### We Love The Work You Do!

With nuclear medicine and molecular imaging rapidly expanding, it's critical that physicians have a dedicated society working for them on behalf of their best interests – **SNMMI is YOUR home.**

SNMMI's health policy and regulatory affairs mission is influence policy makers to ensure that our members can provide the best possible care to patients. In 2017, we were hard at work:


- Pursuing legislation to mandate more **appropriate**

### SNMMI Coding Corner

Ask the coding experts your questions online, and filter by specific parameters for the information related to your specialty and work environment. *\* Member exclusive*

### AUCs in development

The SNMMI Guidance Oversight Committee is continually



## Navigate The Cutting Edge

Dr. , we invite you to **reinstate your SNMMI membership!** Allow us to provide innovative solutions that help you facilitate the knowledge and skills needed to continue your successful and meaningful career in nuclear medicine and molecular imaging.

In a recent survey, members stated the most significant professional challenge are keeping up-to-date with trends and expanding their level of expertise.  **is the solution.**

**REINSTATE MY MEMBERSHIP**

With nuclear medicine and molecular imaging rapidly expanding, it's critical that physicians have a dedicated society working for them on behalf of their best interests. New therapies, devices, and drugs are redefining the field and the way patient care is managed. Nuclear Medicine and Molecular Imaging is becoming an essential tool within the healthcare team as it continues to expand and grow in oncology, neurology, cardiology and more.

**Not everyone can do what you do. Not every Society can help you do it. Let us provide you with the tools and resources you need to make your job easier.**  
**Rejoin SNMMI today!**

 <b>Renew Online</b> Rejoining is easy with our step-by-step <b>renewal wizard!</b>	 <b>Call</b> For reinstatement help, call 703-652-6793	 <b>Questions?</b> Email <b>SNMMI member services</b>
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# The Higher Logic Marketing Automation Solution

Unlimited Email Marketing

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Abandonment Campaigns

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Website Tracking

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Landing Pages

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Social Media Integration

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Out of the Box Campaigns

Engagement Scoring

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Segmentation

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Deliverability

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Email Template Library with

Responsive Design

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Unlimited Free Stock Photos

Dynamic Content &

Personalization

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Events & Survey Modules

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Dedicated Client Success Team

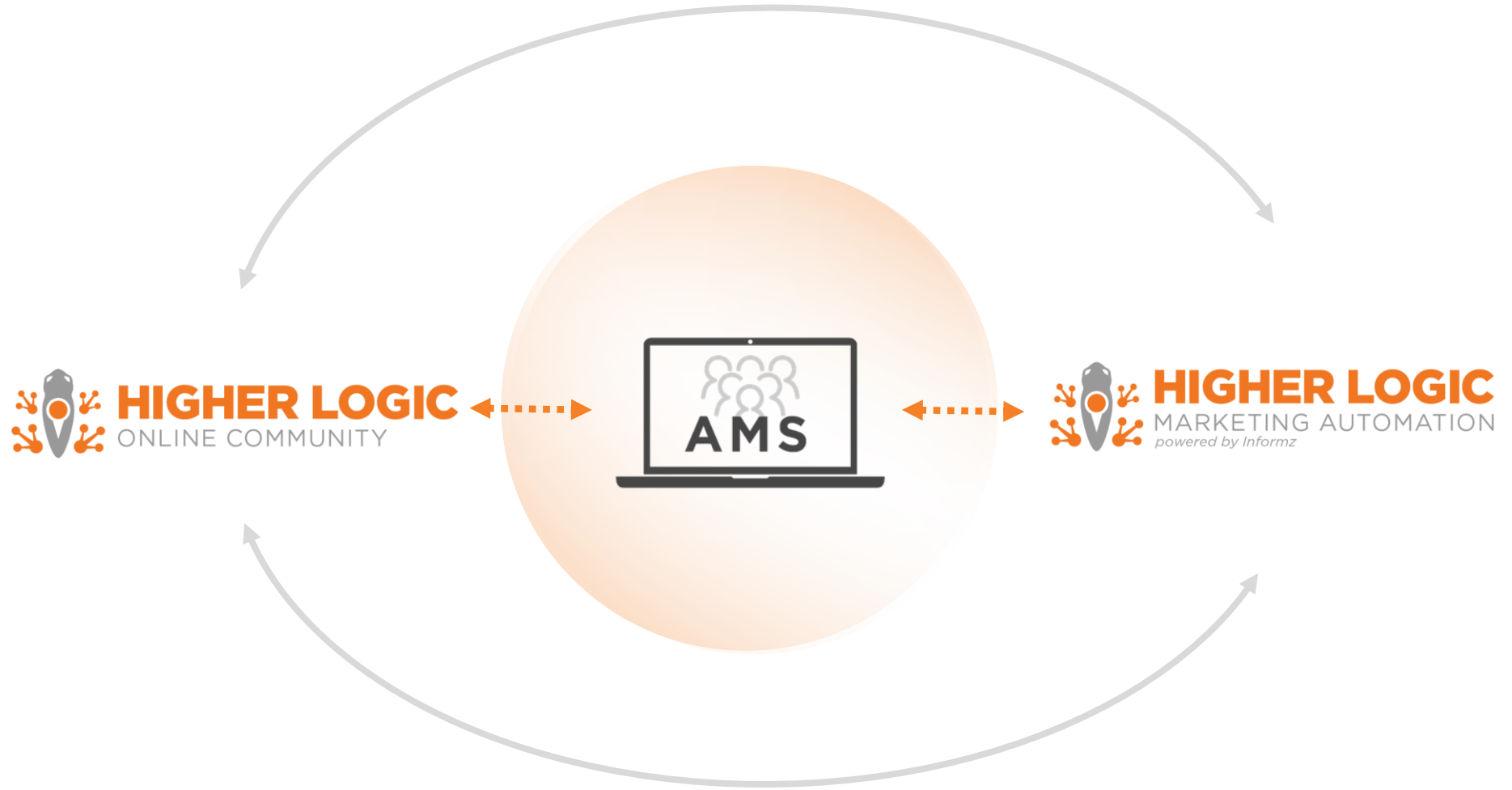
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Workflow Builder

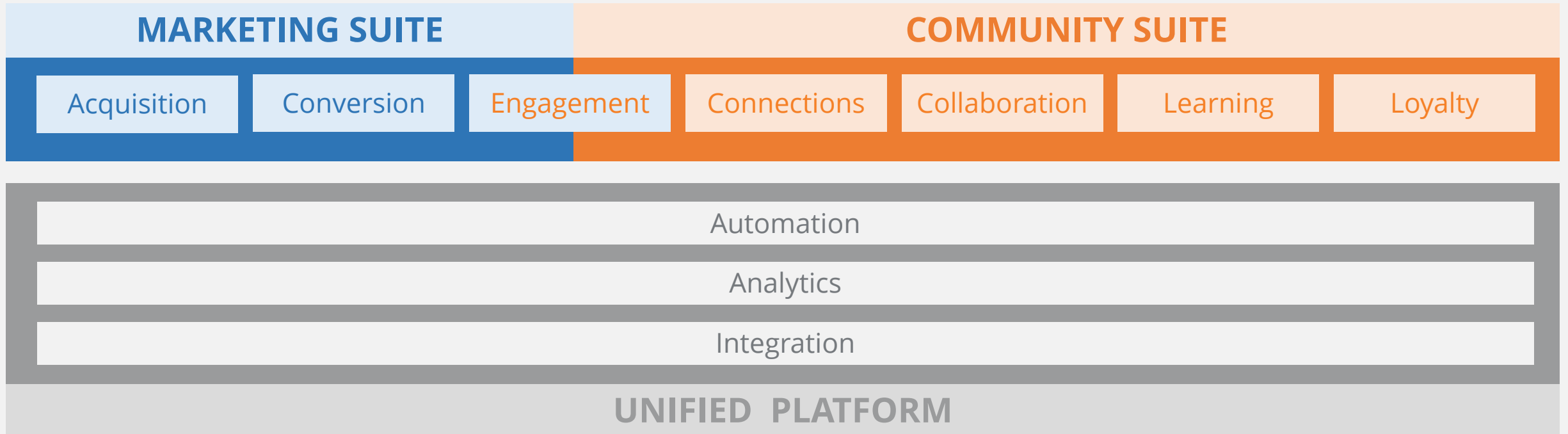
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Preference Management

# The Higher Logic Solution



# Lifecycle Engagement Platform



# You Might Need Marketing Automation If....

- Can you identify, track and, engage with visitors on your website?
- **Can you also track website traffic to iMIS?**
- Can you look at a list of members and prioritize them based on engagement levels with your communications and website?
- Can you measure the revenue contribution of every single one of your marketing campaigns?

**Can you do all these things without feeling frustrated?**



**For More Information**