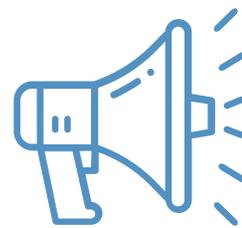


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# V3locity CampaignCenter



## V3locity CampaignCenter

**Maximize  
your  
customer  
outreach**

Today's businesses use fragmented, siloed channels and processes that fail to deliver personalized and cohesive

communications. Without the benefit of data insight, messages may lack the focus needed to drive intended response. The absence of real-time analytics and outcome measurement leaves companies guessing as to actual campaign effectiveness.

Campaign correspondence to your customers over multiple channels requires systems to be dynamic, efficient, and dependable. Integration with best-of-breed systems can deliver true business value.

Customer communications is paramount for success in a digital era. Focused messaging and multichannel campaign management with key data and analytics, to develop the right strategy and measure campaign performance, are the foundations for success.

## Transform Your Outreach

CampaignCenter delivers a cloud-native, dynamic communications solution to transform customer engagement with sophisticated outreach to move your business forward. Powered by AWS, CampaignCenter leverages intelligence from V3locity's robust suite

of applications to enhance campaign strategy and administration, utilizing the most comprehensive member, employer, and broker data.

Dynamic campaign management allows tailored design of audience, message,



## Dynamic

Apply powerful filter criteria on member, broker, and employer data to develop sophisticated audience segments, targeted messaging, and communication cadence for maximum campaign effectiveness.

delivery channel, and cadence. With flexible segmentation capabilities based on consumer attributes, the right messaging reaches the right customer on the device of their choice.

Plan and manage multiple campaigns, simultaneously, for marketing, regulatory compliance, renewal rates, participant education, and general customer satisfaction.

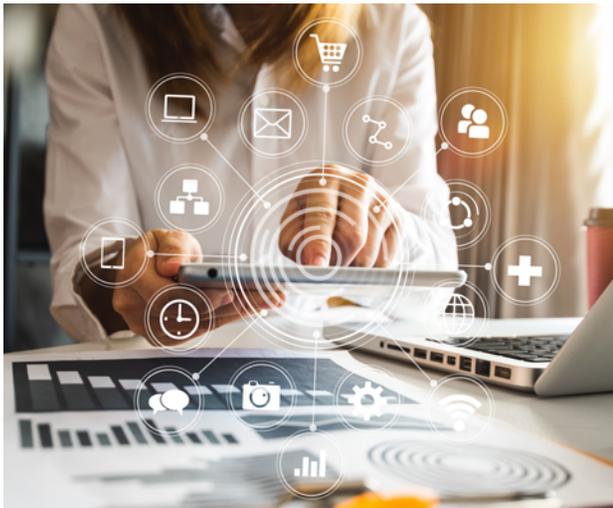
## A Next-Generation Engagement Solution

With analytics for real-time campaign dashboarding and reporting, you can access rich behavioral data to identify, engage, and accelerate your best opportunities. CampaignCenter can also

help your marketing teams visualize the ROI behind each campaign by tracking the conversion characteristics that matter most.

API-led connectivity enables a scalable and multichannel strategy to future-proof operations. CampaignCenter is pre-integrated with V3locity's CoreAdmin application, which enables campaigns to incorporate the latest customer data.

CampaignCenter is designed to maximize your communication efforts. Targeted, multichannel campaign management and insightful data visualization for performance assessment, provides improved customer outreach and profitability.



## Efficient

One interface to manage campaigns across multiple channels, for easy administration and customization. Quickly visualize campaign impacts through real-time analytics and business outcome measurement dashboards.

## Key CampaignCenter Capabilities



For more information or to schedule a demo, please contact [info@vitechinc.com](mailto:info@vitechinc.com) or visit our website at [vitechinc.com](http://vitechinc.com).

Vitech is a global provider of cloud-native benefit and investment administration software. We help our Insurance, Retirement, and Investment clients expand their offerings and capabilities, streamline their operations, gain analytical insights, and transform their engagement models. Vitech

employs over 1,600 professionals, serving the world's most successful insurance, retirement, and investment organizations. An innovator and visionary, Vitech's market leadership has been recognized by industry experts, such as Gartner, Celent, Aite-Novarica, and ISG.



## Integrated

CampaignCenter leverages best-in-class, marketing automation solutions for reliable delivery and scalable campaigns. Personalized, multichannel communications deliver enhanced, targeted campaigns for superior customer outreach.