

## MARKETING INTEGRATION

# Messaging + Content Sharing + Analytics = More Sales

Our integration with Salesforce Marketing Cloud gives your financial institution the ability to share personalized content and engage their consumers from within Salesforce with meaningful two-way conversations over text messaging, all while meeting compliance requirements.

With our proprietary AI-powered insights and analytics, community financial institutions can now deliver 20+ data points, telling which leads are most engaged.

## Increase Conversion Rate with Conversational Texting

- Run 1:Many Text alerts, informational campaigns and promotional campaigns
- Centralize Opt-in database and stay compliant by not sending Text to consumers who have opted-out
- Tie campaigns to any CCGs to handle replies and get conversations started to increase conversion rates
- Leverage keywords to send auto-replies to engaged consumers of your Text campaigns
- Timely follow-ups based on Eltropy's real-time notifications allow you to reach consumers when they just need a nudge, leading to quicker and improved conversions.
- Scale your conversational Text marketing by using Eltropy Intelligent Virtual Agent to front the conversations from Text campaigns
- Sync Text conversations with Salesforce contacts and track shared content analytics within Eltropy

and much more!

Viewed "Promo"

Opted in

MYCU: Hello Sandra, Opt-in to our VIP line today for a chance to win a \$50 gas card, Reply YES. Click the link to know more: <https://promo.mycu.org...>

YES

## Benefits

### CONTENT MANAGEMENT

Curate content in many file formats — videos, images, spreadsheets, PowerPoint presentations, surveys, and more.



### CLIENT ENGAGEMENT TRACKING

Receive analytics on 24 data points, including when prospects have clicked on a link to content and how long they have spent reading it.



### COMPLIANCE AND SECURITY

Eltropy works with you to meet compliance regulations (e.g., FCC rules on auto-dialing). Also, unique and secure links are used when sending content to your consumers and prospects.



Easily Select & Share  
Personalized Content  
with Members via Text



## How it Works?

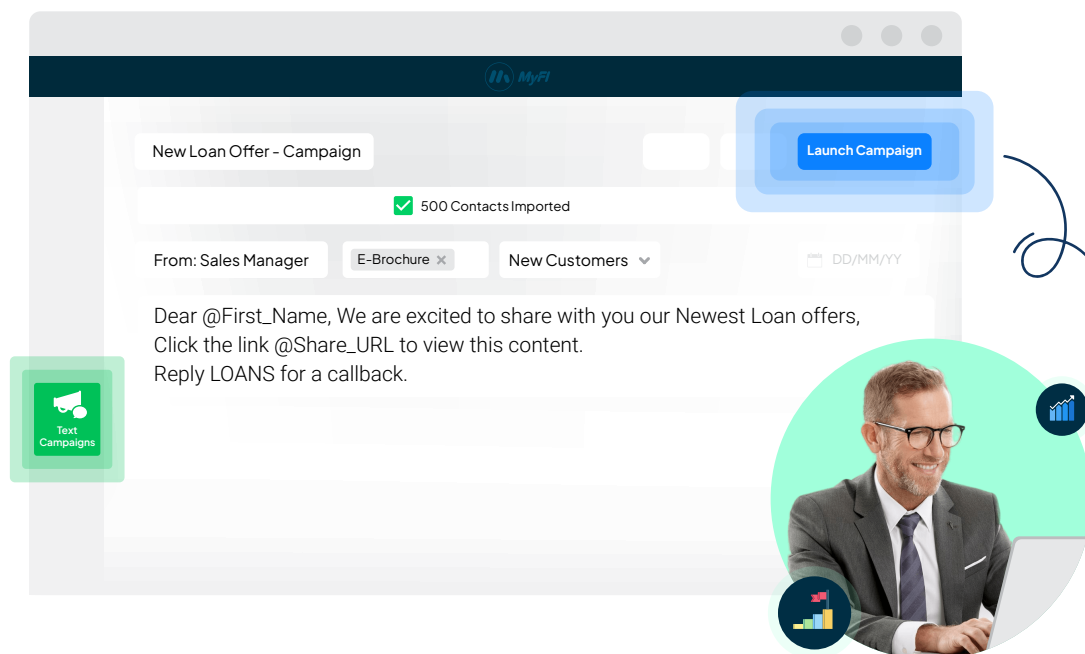
As simple as 1,2,3...

- 1 Setup the Eltropy Custom Activity
- 2 Setup a Data Extension for contacts to import into the Journey.
- 3 Add the Eltropy custom activity to the Journey Builder.
- 4 Create a Journey using the Eltropy Text Custom Activity and Data Extension.

and it's done!

## Text Campaigns:

Automated, Scaleable & Compliant.



## Success Story

*Signature*  
FEDERAL CREDIT UNION

Alexandria, VA based Credit Union with \$372 Mn assets under management serving 24,000 Members

### The Challenge

Low click-through rate on standard marketing emails was a worrying sign for their sales team.

### The Solution

Eltropy Implemented 1:Many text marketing offers twice a month, and the results continue to amaze.

### The Result

**13%**

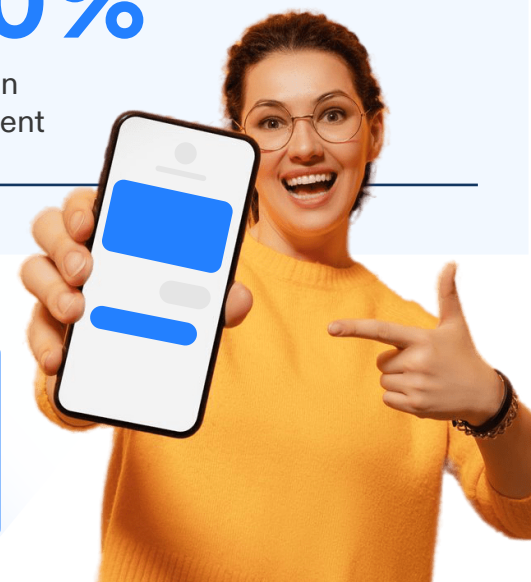
Increased CTR  
from 2.5%

**500%**

Increase in  
Engagement

MYCU: Hi Zoey, We are excited to share with you our Newest Loan Offers, click the link <https://loans.mycu.org> to view this content.

Reply LOANS for a callback.



**Increase Buyer Satisfaction, Reduce Lead-to-PTO time  
and Provide Metric-driven Sales Efficiency Improvement**

Let's  
Talk

 [team@eltropy.com](mailto:team@eltropy.com)

 [eltropy.com/demo](https://eltropy.com/demo)

