



Adobe  
Campaign



# Marketing Integration

## Key Features



1:Many  
Text Alerts



Informational  
Campaigns



Promotional  
Campaigns



Content  
Analytics

## 2FA + 1:1 Text Conversation

- Marketing Officer adds the custom Eltropy activity to a Workflow
- Marketing Officer adds Marketing Collaterals, Shared Content, or Text Alert
- Marketing Officer starts the Workflow
- Member receives a Text
- Member responds
- Officer receives a new text notification in Eltropy
- Officer begins Conversation with Member

## Questions?

Reach Eltropy



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