



eConnect

Create more targeted customer communications to improve and increase your sales.

Take targeted marketing to a whole new level of precision with eConnect – our combined email and content marketing module. Integrated with your total Truebridge Integrated Content Marketing platform, eConnect helps you educate customers with content that is keyed to their immediate needs, and it positions you as the one to turn to when they're ready to buy.

74% of consumers will buy a financial product from those who educate them on the topic. eConnect can make sure it's you.

What Makes eConnect So Effective

Total Automation

- Customers are invited through branch and online channels to enroll in eConnect by simply providing their name and email and indicating which life events they're facing - such as retirement, marriage, or purchasing a new home.
- Customers immediately receive a welcome email that links directly to relevant content with an easy connection to the exact person who can help them.

Self-Targeting

- When enrolling in eConnect, customers identify which life events they are facing, and eConnect responds by providing a stream of personalized emails with links to content that is relevant to those events.

Constant Connection

- Every piece of email communication links back to the appropriate section of your Financial Answer Center where your customers are a click away from the person at your bank who can provide help, whenever they are ready.

Drive eConnect enrollment through multiple existing channels: your branch staff, website, email marketing and social media. Simply describe the benefits to customers and extend an offer to enroll.

eConnect Helps ...

Customers Get Timely and Relevant Content

- With eConnect, your customers only receive content that is important to them, and they can change preferences or cancel at any time.

Make Employees' Jobs Easier

- Your employees will appreciate eConnect because it makes it easy to initiate dialogues as a part of their normal customer service role.

Your Institution Prospers

- Get a larger share of wallet through effective cross selling.

Start reaching your customers with more targeted and relevant communications! Call or visit www.truebridge.com/econnect to set up a 1:1 demo!