Applied

# Launch marketing campaigns in minutes

Marketing Automation in Applied Epic® sends the right message to the right clients using account and policy data already in the system.

**"We're part of a bank or an agency, which means our holding company has an entire marketing department. We previously worked in tandem with them on anything we wanted to do from a social media or email campaign standpoint. With Marketing Automation, we took back ownership of many campaigns from the larger marketing department because we were able to automate them and save labor on our end."**

Tess Pergande, Personal Lines & Benefits Manager, Bravera Insurance

**6K+** content pieces, refreshed weekly

**55%** email open rate at one agency

**4** pre-built campaign types

## How it works

### Pick campaign recipients by hand or rule

Audiences start with the contacts you enter or the criteria you set, then update as accounts and policies change.

### Target by client activity

Filters pull in clients with a claim, service request or quote.

### Handle Benefits on its own terms

Campaigns reach a Benefits client based on their plan year, enrollment window or compliance status.

## Why it belongs in Applied Epic®

### You have nothing to integrate

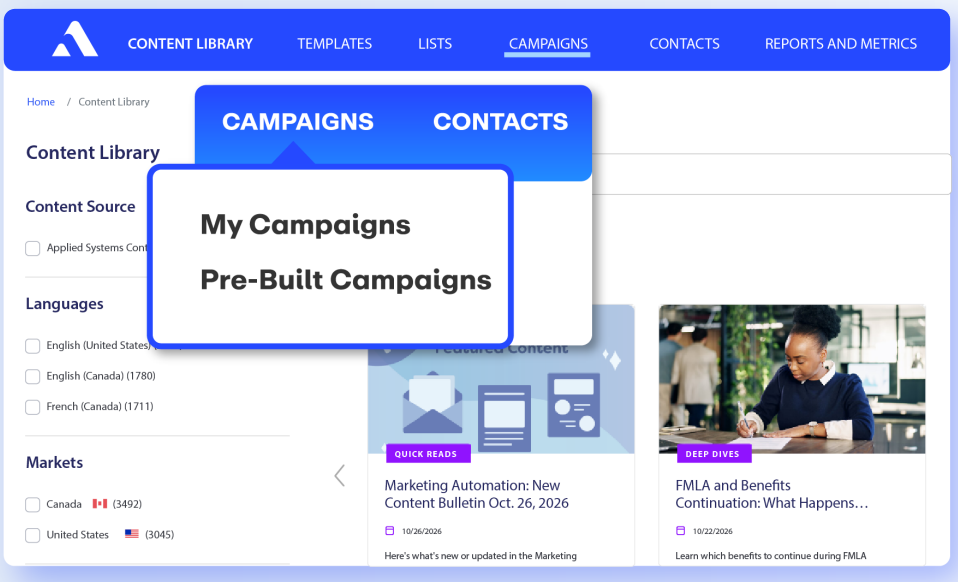
Marketing Automation is built into Applied Epic, so campaigns run on account and policy data already there.

### You stay informed on what clients receive

Every campaign is shown on the account, so you can see what each client receives.

### Contact preferences stay with the client

Opt-ins, unsubscribes and imported opt-out lists live on the account and apply to every campaign.




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