

# Transform your retirement campaigns

Campaign tool automates participant-centric communications journeys for higher engagement

Disconnected data and manual processes make it impossible to personalize time-sensitive customer communications. Campaign Tool cuts through the complexity to deliver guided experiences for every plan participant. Replace your manual retirement communications with a faster, more accurate solution.

## The blueprint for better communications.

Synchronize your data and workflows in one easy-to-use dashboard. Simply choose a template, select the relevant information to include, and let the platform do the rest. The “Create once, distribute everywhere” model applies business rules, preferences, and compliance standards to automate composition and multi-channel delivery.

Detailed performance metrics reveal opportunities to adjust outreach plans and optimize outcomes as you go. With flawless execution and continuous improvement, you’ll constantly demonstrate significant value to your clients.

## Build more winning campaigns.

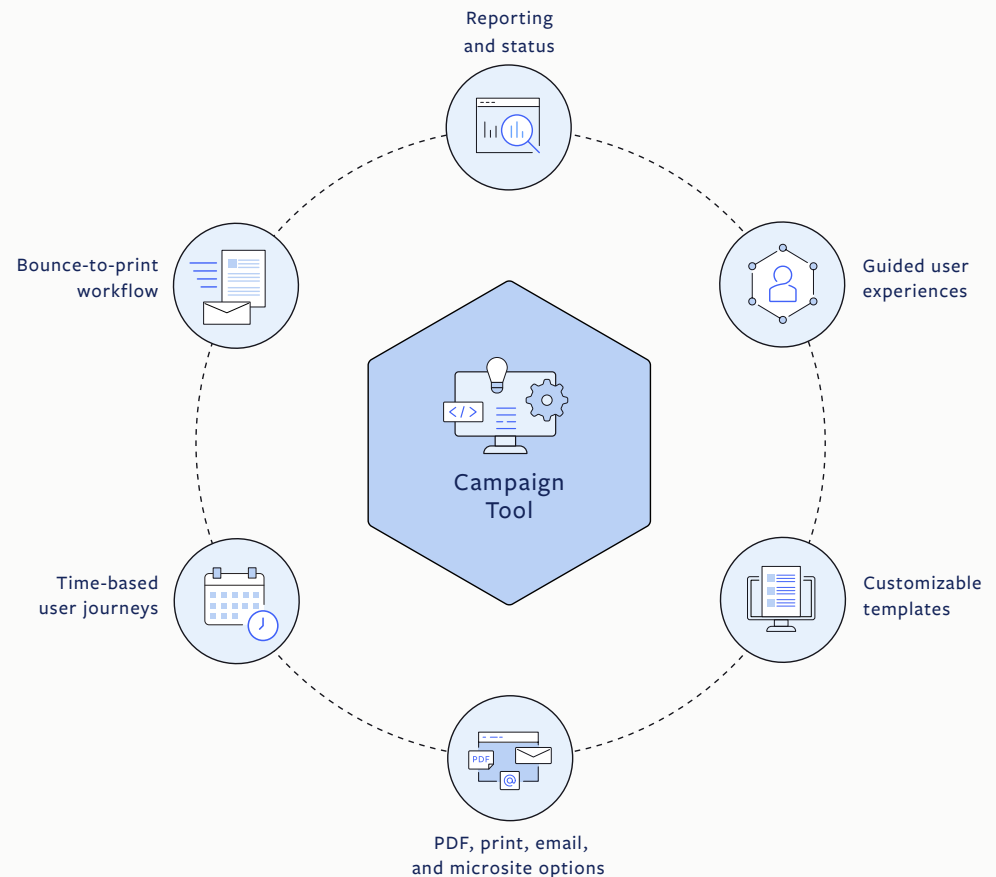
Campaign Tool provides transactional communications and multi-touch journeys that drive results across the retirement ecosystem.

**Greater ROI:** Deliver communications more quickly and at a lower cost, while minimizing manual errors. Use actionable data to maximize efficiency.

**Enhanced productivity:** Eliminate time-consuming, error-prone manual tasks that slow operations through a guided user experience built for retirement.

**Operational excellence:** Make every touchpoint timely, accurate, and compliant.

**Our intuitive toolkit supplies everything you need for letters, enrollment, education, and other actionable communications.**



# Campaign Tool: Construct data-driven communications and campaigns that keep participants engaged

Stop struggling with manual processes and disparate solutions. Access end-to-end efficiency, visibility, and control on our comprehensive, scalable solution for guided benefit communications and multi-touch campaigns.

## Automated simplicity.

Optimize retirement communication and journey orchestration with a solution that combines UI interactions, data feeds, and business rules to automate document composition and distribution across email, microsite, and print channels.

## Exceptional accuracy.

Integrate data from multiple sources to efficiently execute timely, compliant campaigns.

## Dynamic personalization.

Build personalized journeys with pre-built templates that incorporate individual preferences, needs, and milestones. Easily incorporate client branding and apply relevant imagery and messaging across campaigns.

## Integrated analytics.

Capture and analyze detailed metrics to facilitate healthier engagement levels and empower participants to make the most of their retirement plan.

Optimize every participant journey  
with Campaign Tool

To learn more, please contact: [sales@broadridge.com](mailto:sales@broadridge.com)

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