

Marketing and Transactional Email Success for Higher Education

CAMPUSSM
MANAGEMENT



Legitimate marketing and transactional emails are often blocked as ISPs put up more barriers to combat spam. Are your messages getting through to constituents?



Ensure Emails Get through to Constituents

From recruitment to alumni relations, success in higher education today depends on timely engagement with constituents through their preferred communications channels. If email is that channel, however, many of those important messages may never arrive. Legitimate marketing and transactional emails are often blocked as ISPs put up more barriers to combat spam. What's more, the high volume of emails being generated often overwhelm internal systems and take considerable time and resources to manage. To help institutions overcome these challenges, Campus Management has partnered with SocketLabs®, a leading provider of reliable and secure cloud-based email delivery solutions.

Turn to SocketLabs and Campus Management

Ball State University. Denver Seminary. Auburn University. These leading institutions and others benefit from the seamless integration of Campus Management's solutions for higher education with SocketLabs' email delivery system. They have gained peace of mind from knowing that SocketLabs is hosting the email infrastructure, managing the email stream, and achieving higher inbox placement rates. This frees administrators and IT staff to focus more on strategic initiatives and helping students succeed. As our client, you can leverage SocketLabs services on a month-to-month basis as part of your Campus Management solutions.

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for Higher Education

Depend on a Proven, Hosted Email System

Many institutions don't realize that their emails aren't getting through to their intended audience until it's too late. A spike in demand can crash an in-house email server and result in an institution's emails getting blacklisted. That's why more colleges and universities today turn to SocketLabs.

SocketLabs' SMTP platform can work as the delivery engine for your on-premises or hosted solutions from Campus Management. Your applications send the emails and SocketLabs manages and optimizes the delivery.

Benefits of SocketLabs:

- Reliability and scalability
- Email experts on staff to resolve issues
- Business continuity with multiple data centers for redundancy within U.S.
- Greater insight into how your emails are performing
- Compliance with the evolving rules of Google™, Yahoo®, and other major mailbox providers

Integrate with Campus Management Solutions

Now you can integrate SocketLabs with your CampusNexus® solutions and other Campus Management products. Your end-users don't have to go to a separate window to determine whether emails and receipts made it to recipients' inboxes. All the email activity and information is within the Campus Management solution.

Maximize Email Campaign Success

Most CRM marketing and recruitment campaigns involve email. Maybe you want to invite thousands of prospects to tour the campus, or attach viewbooks on a new program, or automatically process admissions application payments and generate receipts. SocketLabs helps these messages and attachments arrive in the inbox instead of the spam folder.

About Campus Management Corp.

Campus Management is a leading provider of software, strategies and services which enable institutions of higher education to offer dynamic models of engagement & delivery. Over the past 27 years, Campus Management has supported higher education, both proprietary and traditional institutions, as well as foundations and other organizations through its cutting-edge student information system; constituent relationship management (CRM) software; and finance, human resources and payroll solutions.

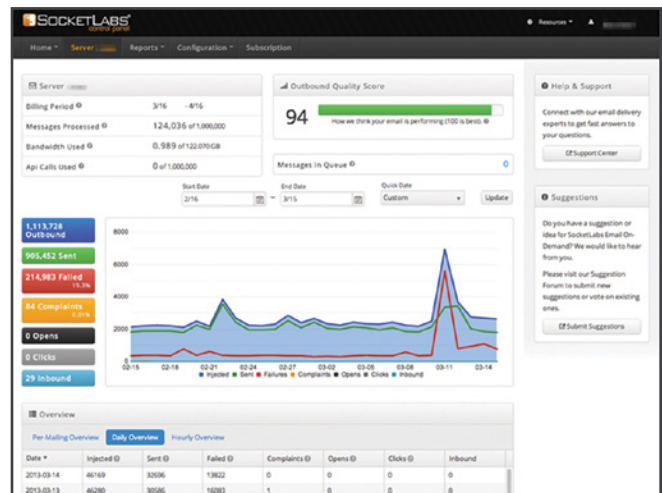
Campus Management's solutions are specifically designed to provide institutions the flexibility they need to compete in the ever-changing higher education landscape by offering products that support changes in education delivery, recruitment, financial aid, finance, human resources, payroll, and regulatory compliance. Today, nearly 2,000 campuses in 18 countries utilize Campus Management to unite campuses and workflows, improve student outcomes and achieve goals.



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Gain Insight from Outbound Email Analytics

"Sending" is only the first step in a successful outbound email program. SocketLabs analytics data is what allows your IT, marketing, finance and executive teams to make informed decisions and hone your outbound email to peak performance.



Ensure Security and Privacy

Ensuring the security and privacy of your email content and your data is a top priority at SocketLabs. From its use of highly secure, world-class data centers to its knowledge and implementation of the latest security practices and policies, SocketLabs is committed to protecting your data.

Gain More Value from Your Budget

With SocketLabs, you leverage a proven, enterprise-class system designed for high volume, high deliverability email applications for a small fraction of the cost of running your own infrastructure.