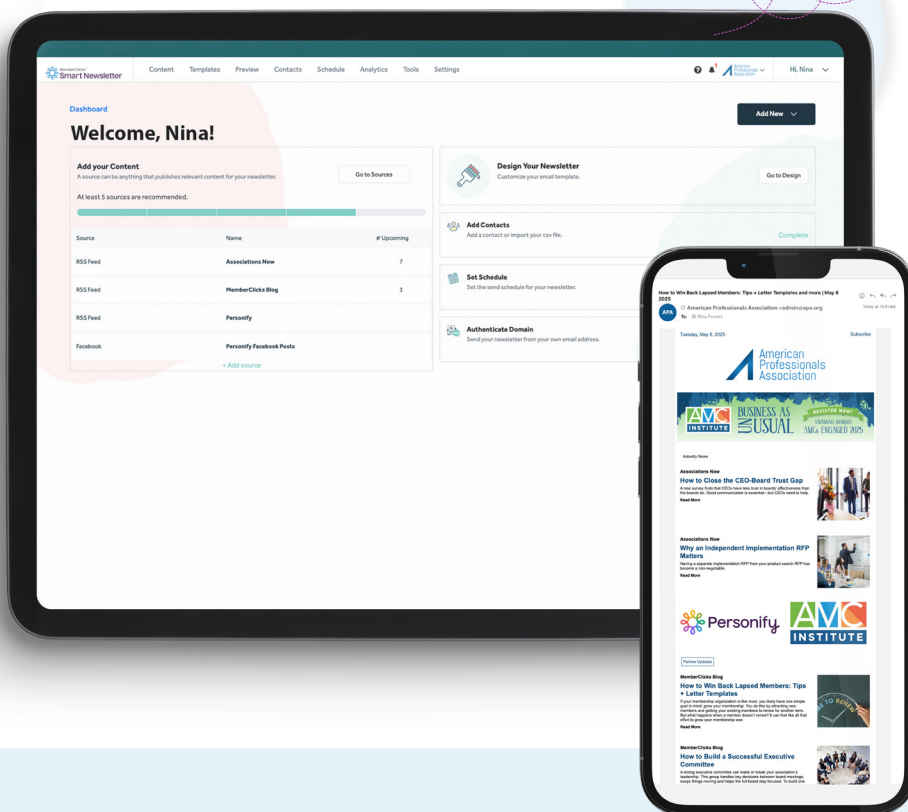# MemberClicks®
Smart Newsletter

Automatically curate engaging, personalized newsletter content for members and prospects in a fraction of the time with Smart Newsletter — the new AI-powered premium feature for MC Professional.

What Is It?

Smart Newsletter is an automation and personalization tool that curates newsletter content, including custom copy and boosted articles. Using open and click-through data for each subscriber, it continually improves content relevance, increasing personalization with each newsletter your organization sends.

Maximum Automation + Strategic Control

Smart Newsletter uses innovative AI technology to save your team hours of valuable time. But you'll always be in control — with simple setup, configurable settings and an intuitive design editor.

Save Time

Managing and prioritizing your staff's time is crucial — especially as organizations are being challenged to do more with less. Smart Newsletter does the work for you, curating increasingly relevant content over time to boost member engagement and loyalty.

Sharpen Insights

With the analytics dashboard, you'll always have visibility into what content is getting the most engagement. Plus, the system's custom selection of relevant content will keep your staff better informed about industry happenings without the extra lift of manual research.

Set It & Forget It

Once you set up Smart Newsletter, you can move on to the next item on your checklist! The tool will generate fresh, dynamic content that won't ever feel pre-set or standardized. Zero manual intervention is needed (though you can adjust your settings any time).

Enhance the Power of MC Professional's Contact Center with Smart Newsletter

MC Professional natively provides robust email functionality to every admin user:

- ✓ Easy drag-and-drop email composition and design

- ✓ Mobile-friendly and optimized for all devices

- ✓ Pre-built templates, plus the ability to save your own

- ✓ Analytics, including bounce rates, clicks, open rates and more

- ✓ Recurring campaigns and automations

- ✓ Manual newsletter functionality

Why Smart Newsletter?

The MC Professional contact center offers automation/recurring campaigns, ideal for use cases like a new member welcome email or reminders about an upcoming event. What truly sets Smart Newsletter apart is the ability to "set it and forget it," while maintaining fully dynamic content. Once you've created your newsletter using the easy designer tool, just review and tweak a few settings. From then on, each newsletter will automatically include fresh, up-to-date content.

Intuitive Features

- ⊘ Content Manager
- ⊘ Newsletter Designer
- ⊘ Newsletter Preview
- ⊘ Contact Manager
- ⊘ Scheduling Manager
- ⊘ Analytics Dashboard

Non-Dues Revenue

Generate some additional non-dues revenue by selling ad space within your newsletters with configurable end dates based on sponsor agreements.
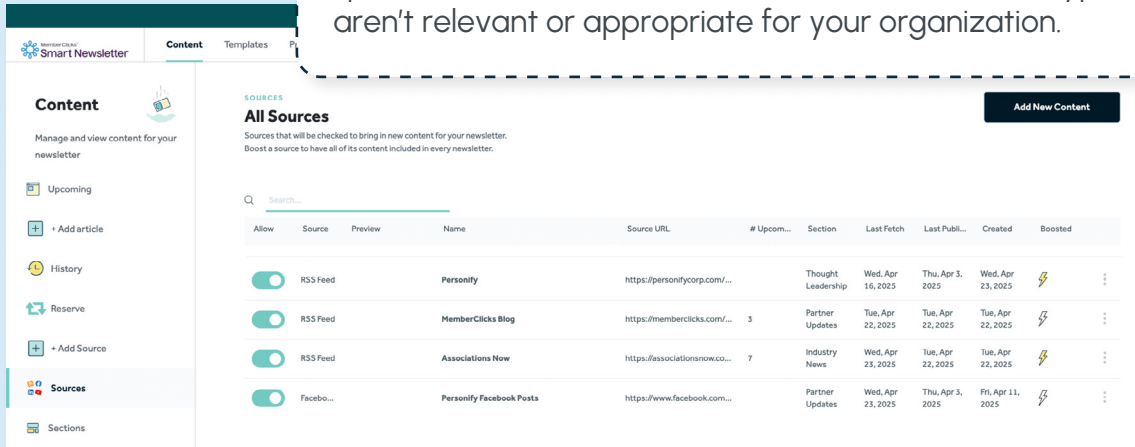
Contact Syncing

Smart Newsletter stays up-to-date with subscriber preferences from your MC Professional database to streamline contact syncing.

MemberClicks®
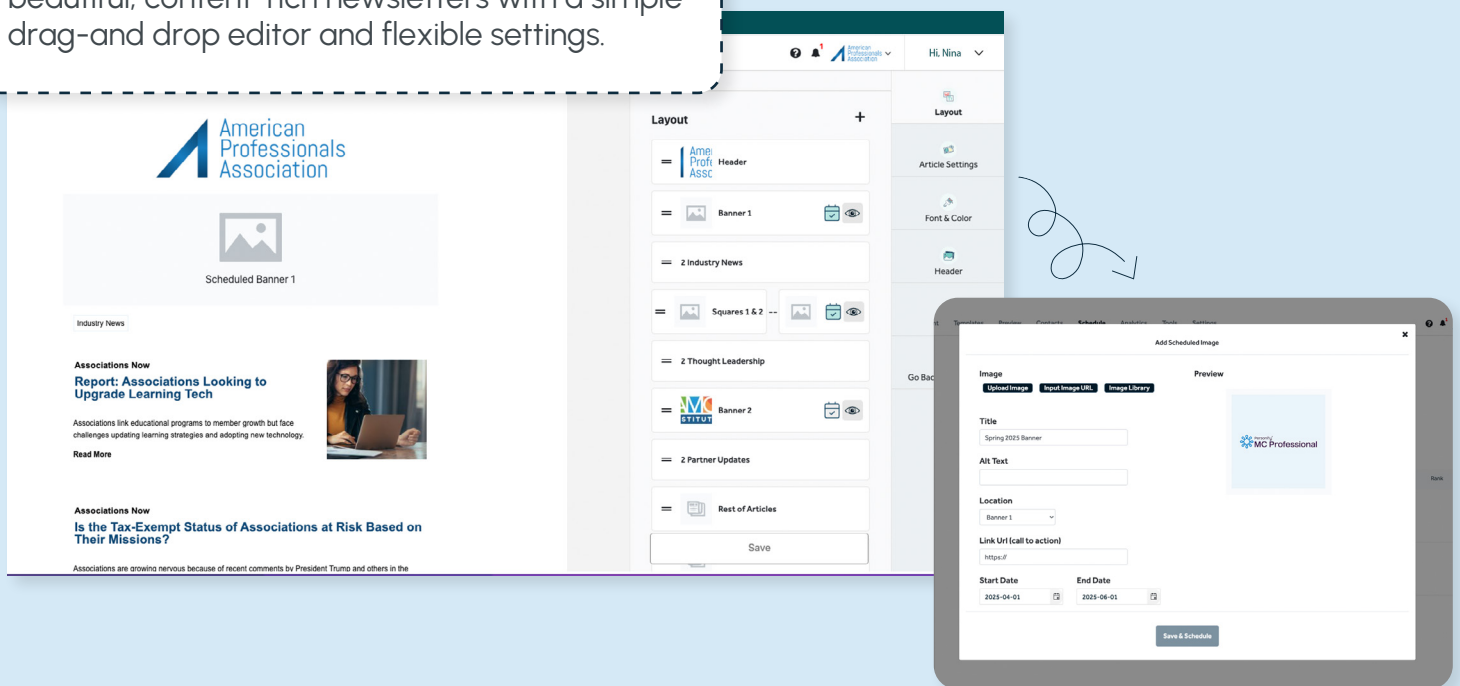## Smart Newsletter

Choose Your Sources

Enjoy full flexibility to designate approved sources. You can even prioritize specific must-see content or remove/block certain types of content that aren't relevant or appropriate for your organization.
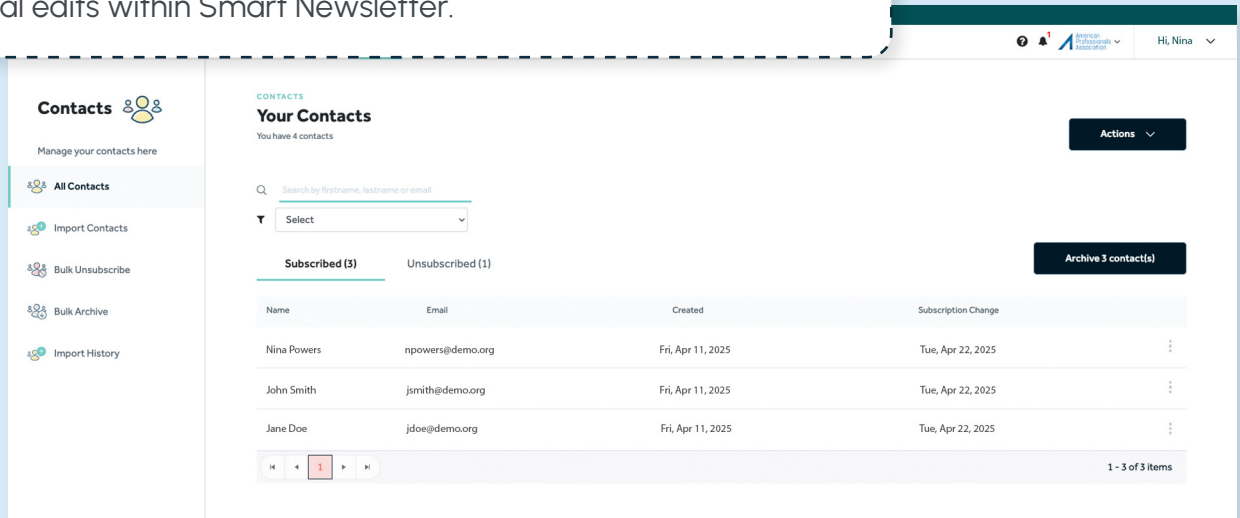
Design With An Intuitive Editor

There's no need to be a tech wizard to create beautiful, content-rich newsletters with a simple drag-and drop editor and flexible settings.

MemberClicks®
Smart Newsletter

Organize Your Newsletter Recipients

Easily set up newsletter groups in MC Professional, which can be mapped over to Smart Newsletter via a simple integration. You can also make manual edits within Smart Newsletter.

Preview Upcoming Content

As you design your newsletter, you can always revisit your settings and preview upcoming content to make sure everything looks just right. You can easily boost or deactivate articles at any time to further personalize your newsletter.

**Learn More.
Ask Us.**

Personify®
MC Professional

Visit Our Site

at memberclicks.com