GovDelivery Communications Cloud
The only digital communications platform exclusively for government.

Introduction

Rising citizen expectations for speed, relevancy, digital access, and convenience are forcing government organizations to quickly adopt better solutions to answer the changing needs of customers.

Communications are at the foundation of the citizen experience, but in the digital age, organizations are increasingly challenged with reaching their audience at a larger scale in less time. The GovDelivery Communications Cloud enables government organizations to strategically deliver immediate and relevant services and information to the broadest audience.

It's a built-in digital audience and all the tools you need to reach, engage, and convert that audience to action.

Why GovDelivery for Digital Communications?

MASSIVE, TARGETED AUDIENCE GROWTH
Gain access to more than 90 million citizens who are already digitally engaged with government through the GovDelivery Network. Join our Network, promote your content beyond the walls of your website, and grow your audience at an unprecedented pace.

PROVEN ENGAGEMENT TOOLS
Tap into today's top digital channels and drive ongoing engagement throughout the lifecycle. With comprehensive marketing tools, content automation, and easy access to every channel you need, your organization can elevate, streamline, and track all of your communication efforts.

WORLD CLASS GOVERNMENT SECURITY
The GovDelivery Communications Cloud is used exclusively by government organizations. GovDelivery has successfully completed Certification and Accreditation reviews by leading organizations responsible for information standards and compliance.

Overview

REACH MORE PEOPLE
Gain new and hard-to-reach audiences by leveraging traffic from your website, other government agencies, mobile channels, and social media.

ONBOARD AND ENGAGE
Introduce your brand and instantly connect subscribers with relevant programs and services. Deliver automated, engaging content to convert audiences to action.
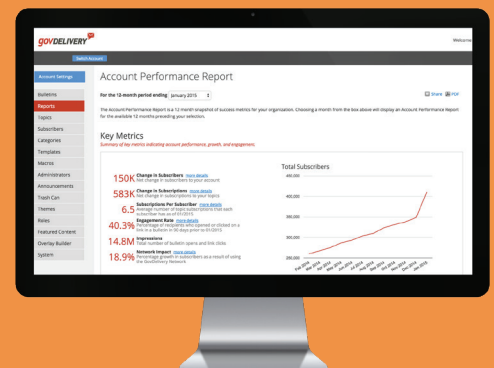
SEGMENT AND TARGET
The fastest way to a 1:1 relationship with your audience. Create and save dynamic audiences and deliver personalized content based on interest, activity, and more.

TEST AND OPTIMIZE
Maximize performance with a streamlined approach to testing. Drive results for short-term optimizations or inform long-term programmatic strategy.

LEARN AND GROW
Access valuable metrics to measure your performance and drive continuous improvement.

Features

Bring your organization into the 21st century and deliver a premier citizen experience to your audience. Features include:

- Secure, Cloud-Based Platform
- Configurable Administrator Setup
- GovDelivery Network Access
- Web Sign-Up Forms
- Landing Pages and Search
- Subscription Management
- Dynamic Audience Segmentation
- Automated A/B Testing
- Email, Mobile, and Social Marketing
- Campaign Management
- Content Automation
- Advanced Analytics
- REST API Ready
- 508 Compliant
- Comprehensive Support

Take a tour of the GovDelivery Communications Cloud today and learn how we can help transform your organization's communications.

Visit **govdelivery.com** for more information.

How It Works

DESIGN AND BUILD
Work with our team to identify target audience segments, branding elements, and the optimal digital pathways to engage. Power your outreach program with cloud-based tools and support from our digital experts.

INTEGRATE AND AUTOMATE
Connect with your web portal, content management system, CRM, database, and more. With out-of-the box integrations and REST based API, communications will enhance and strengthen every digital interaction.

DEPLOY AND ENGAGE
Automatically or manually trigger email, text, or social messages in a secure, hosted cloud environment. Leverage the knowledge and experience of experts, ensuring ongoing success of your outreach and engagement efforts.

LEARN AND GROW
Test, analyze, and optimize individual and aggregate campaign performance. Cross-promote relevant content, new programs and services, and engage your audience throughout the lifecycle.

Proven Technology, Only for Government

The GovDelivery Communications Cloud is the only digital communications platform for government with access to a built-in network of 90 million citizens and all the tools to inform, engage, and convert them to action.

Unlike private sector marketing technology, the GovDelivery Communications Cloud is the only platform secure enough to be used exclusively by government and proven to double audiences within the first year.