



### About Informz

Informz is an email marketing service provider located in Saratoga Springs, NY with state of the art technology, intelligent deliverability and expert eMarketing Advisors. From campaign creation and targeting, to ongoing training, reporting, and support, Informz provides the tools and expertise needed to send the right message to the right people, at the right time. The Informz product suite includes:

- Email Marketing
- Text Messaging
- Online Surveys
- Event Management
- Landing Page Management
- Expert Marketing Support
- Managed Deliverability

With over 10 years of service and hundreds of clients from around the world, including CASE and Educause, Informz is your professional partner for total eMarketing success.

### About CASHNet Email Marketing powered by Informz

CASHNet Email Marketing powered by Informz provides institutions with an industry leading suite of eMarketing solutions allowing users to stay in touch with customers by leveraging their eMarket storefront.

By using Informz, institutions can easily manage consistent branding with targeted and trackable personalized communications to drive customers to their storefront to make online purchases and effectively manage events. Moreover, users can also build loyalty with online surveys and drive alumni to make online donations. eMarket users can enhance their marketing experience with a seamless payment process with the Informz event management module.

By providing constituents with a range of options, from email to mobile messaging, campuses can provide their audience the types of communication they want most.

**Leverage Your Institutions Online Storefront with Targeted Email**

[www.informz.com/cashnet](http://www.informz.com/cashnet)