

eMarketing for Higher Education

Unleash the Power of Your Jenzabar Database with Targeted, Timely and Relevant Email Communications



Informz is the creative leader in permission-based email marketing, providing personal attention and superior deliverability with measurable results.



Seamless Integration

- Target and personalize emails based on data in Jenzabar CX and Jenzabar EX
- Mailing activity, unsubscribe, opt-outs, and bad email address reports

Advanced Email Marketing

- Easily create and publish email
- HTML and plain-text templates with built-in editor
- Delivery optimization
- Real-time and exportable marketing metrics
- Web tracking

Text Messaging

- Two-way messaging
- Group texting
- Delivery assurance
- Certified carrier connectivity

Events

- Collect online payments securely via Verisign
- Real-time event registration reports
- Administrator email notifications
- Create customized event registration forms
- Create personalized invites, reminders, etc.

Online Surveys

- Integrate with email
- Customizable survey templates
- Multiple question types
- Skip logic and conditional branching
- Real-time reports and exportable data

Quality Service & Support

- eMarketing Advisor
- ISP Relations Team
- Professional Services Team