



GovDelivery Communications Cloud

Digital communications platform for the public sector

Communications Cloud is a marketing-automation platform that enables government and public sector organisations to quickly, easily and effectively connect with more constituents.

Approved for use by over 160 UK organisations including central and local government, housing associations, police, health, and fire and rescue teams, Communications Cloud is the most secure digital marketing solution available for use exclusively by the public sector.

Craft messages in custom-built branded templates to provide a consistent and familiar experience for audiences across all platforms. Engage citizens with bitesize personalised content, sending the right message at the right time to a specific audience segment. Save time and maximise message impact by publishing to email, text and social media simultaneously.

Grow an audience through text-to-subscribe, social media promotion, other organisations in the GovDelivery Network, and by leveraging website traffic with attention-commanding audience acquisition strategies. The simple subscription process allows citizens to opt into receiving updates

on the topics that matter to them, simultaneously allowing your organisation to better understand and segment subscribers according to their interests.

Communications Cloud delivers messages at a higher rate (keeping emails out of spam folders), and handles unsubscribes, bounces and inactive subscribers (enabling communicators to focus on content).

Reports on open and click-through rates provide insight into message success and allow for continuous improvement to a marketing strategy to make each touch better than the last.

GOVDELIVERY NETWORK

Build an audience faster through cross-promotion opportunities with nearby and related organisations also in the GovDelivery Network. Leverage this network of over 160 organisations and 12 million citizens in the UK (and 1,800 and 150 million worldwide). With more than 50,000 new people signing up for updates from the public sector every day, organisations using Communications Cloud can quickly increase their subscriber base by up to 500 per cent.



Email, text message and social media communications



GDPR-focused and approved for use at the highest level of government



Unrestricted audience growth opportunities



Customisable and responsive branded templates



Superior delivery rates and inbox placement



Performance reporting including open and click rates



GovDelivery Communications Cloud



PROFESSIONAL PACKAGE FOR COMMUNICATIONS CLOUD

Improve your communications strategy with advanced marketing techniques

- Drive engagement with proven marketing automation and dynamic segmentation techniques
- Use A/B testing to improve messaging and engagement results
- Use built-in campaigns to “welcome” and “re-engage” subscribers



TARGETED MESSAGING SERVICE

Automate personalised messaging

- Deliver automated transactional messages
- Secure API with ReST architecture
- Text, voice and email delivery options
- Delivery status, click and timestamp reporting
- Scalable infrastructure



CONNECT

Sync your CRM system with Communications Cloud

- Automated customer data sync
- Compatible with Microsoft Dynamics or Salesforce
- Single location for complete contact data
- Professional Package integration for complex segmentation



GDPR-COMPLIANCE AND SECURITY

Government-grade cloud software protection

Communications Cloud is ISO27001-certified and has been security reviewed and approved by hundreds of public sector bodies in the UK, and thousands in the US and Europe including at the highest level of federal government. A marketing platform with data protection at its core, Communications Cloud’s design and templated processes including a double-opt-in option help organisations ensure their digital communications comply with the General Data Protection Regulation (GDPR).