



newsondemand

Sending targeted news to recipients



newsdemand

Why our clients love newsdemand for sending recipients content only intended for them:

Automation



Automate the whole creation and approval process, and reduce the time it takes to create newsletters.

Engagement



Tremolo customers on average receive 40% open rates, and a 7% click rate. (Industry average open rate is 22.60%, and click rate is 2.74%).

Personalisation



Not only does your audience receive a bespoke newsletter dependant on what you want to share with them (based on their types, tiers, specializations, country and languages), but also what they've opted into, which can include news in their language and content they're interested in.

No HTML coding



All newsletters are dynamically created, so targeted newsletters can be delivered quickly and cost-effectively.

Integrated platform



Integrates into employee, partner or customer portals for maximum results.

Users are in control



Users select the type of content they would like to receive and exactly when they would like to receive your newsletters.

Share 100% targeted news to your recipients all at once with newsdemand from Tremolo.

How it works



1

Select the Audience

Select the "group" of users you want to send the article to (to restrict news access)



2

Select Content Type

Select which topic this content comes under and the language this will be in (this is the option recipients can opt-in or out of)



3

Add Your Content

Create your article, schedule it and send it for approval



4

Send

A seamless HTML email newsletter is produced, that will be bespoke to each user, based on the content you shared with them and what they've opted into

The Benefits

- ✓ 100% targeted to each recipient
- ✓ Reduce the time it takes to create newsletters
- ✓ No HTML coding required
- ✓ Create content in 25+ languages
- ✓ Drastically increase open and click rates
- ✓ Track the popularity of each article and identify how engaged your audience are
- ✓ Integrates with other platforms to reduce registration and log in burden for users, when finding news, they're interested in your audience are

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It's taken no time at all to create a completely unique, effective and engaging newsletter that's relevant, personalized, and targeted to recipient's interests; all because of newsdemand!

Tremolo client

Send targeted news to your recipients and enable them to select news they want when they want it, via **news**ondemand.

Simply call Tremolo on **+44 (0) 20 3540 6585**, or email us at **info@tremolosoftware.com** to request a demo and find out more information.



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