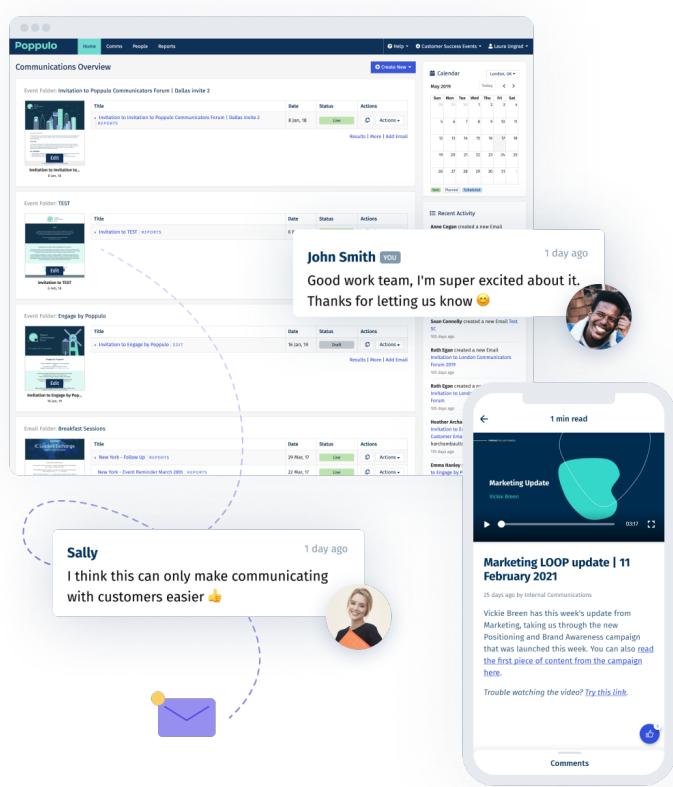


The omnichannel employee communications platform for the new world of work

When constant change is everyday business, modern leaders must communicate with their employees like never before. That's why you need Poppulo.



Reaching today's workforces wherever they're located — from head office, to home office, to the frontline — Poppulo is the go-to platform to deliver personalized communications through the right channels, to the right people, at the right time. Communications that are targeted, two-way, and measurable.

Poppulo enables leaders to cut through the digital noise facing information-overloaded workers, with relevant comms that give purpose and belonging in times of uncertainty and change.

In this new world of work, Poppulo helps the world's most successful companies drive meaningful and measurable outcomes with secure, scalable communications equipped to reach and engage employees—wherever and however they work.

Poppulo is your partner for the communications challenges of today and the workforce demands of tomorrow.

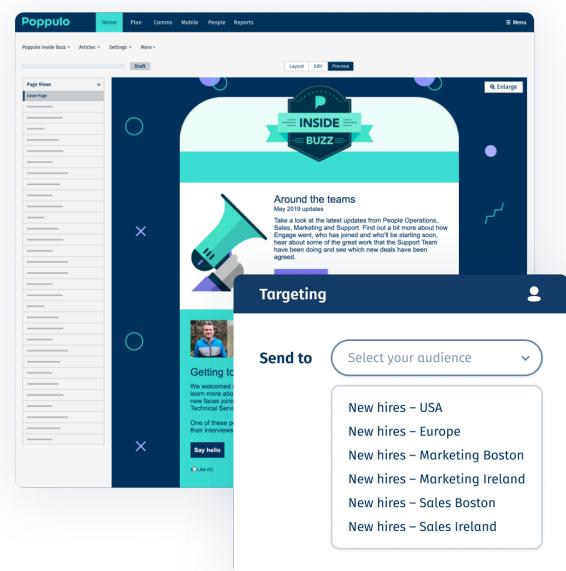
-  Trusted by 35 of the Fortune 100, over 6,000 businesses, and more than 35 million global employees
-  Scalable to millions of messages per hour on multiple devices, channels, and applications
-  ISO 27001 accredited and GDPR compliant with role-based security and governance built-in



Precisely target and personalize your message

Poppulo increases connection, creating meaning through highly relevant, personalized communications focused to each employee. With the industry's most precise audience targeting, Poppulo keeps employees engaged with your message and connected to your goals.

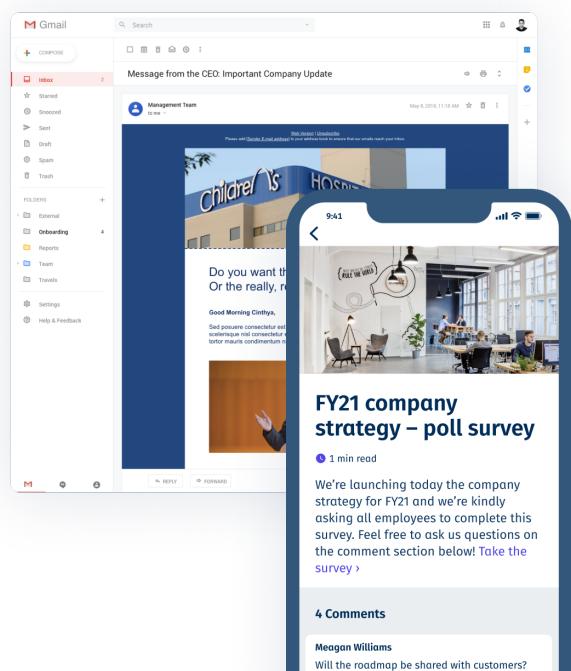
-  Focus comms by employee role, department, location, group status, and more
-  Sync with your HRIS and employee data feeds for up-to-date targeting and personalization
-  Empower employees to follow groups of interest and choose the content they see, reducing noise
-  Deliver consistent, relevant communications with personalized feeds that follow employees across channels
-  Localize comms to each employee market with multilingual templates and language translation



Reach employees across all digital devices and apps

From one centralized, omnichannel platform, seamlessly publish communications content to every channel your employees engage with: email, mobile, digital signage, intranet, and a wide range of enterprise applications. As the workplace of the future continues to evolve, ensure you're meeting employees where they work with omnichannel reach and advanced analytics to measure and continuously improve your channel strategy.

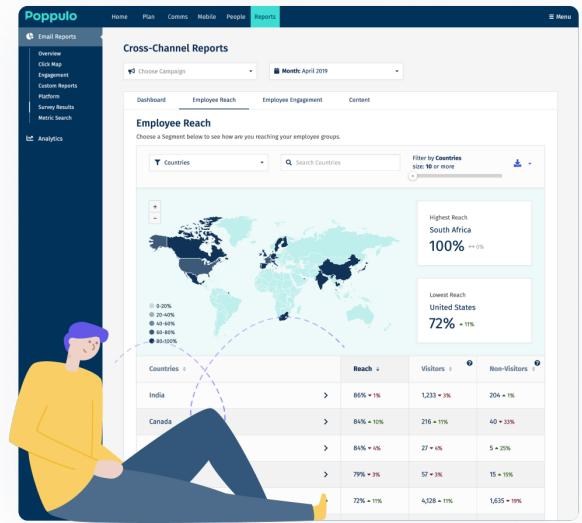
-  Drag and drop to create interactive, branded content with embedded video, image, or PDF elements
-  Seamlessly publish communications to a single channel or multiple apps and digital devices
-  Engage on-the-go employees with personalized feeds and push notifications on Poppulo Mobile
-  Manage internal events in one central location and auto-generate calendar holds to minimize friction
-  Leverage Poppulo's APIs to integrate with your existing enterprise tech stack, extending your reach



Measure comms impact on every channel

With real-time analytics to track and optimize your communications campaigns, Poppulo enables you to measure and continuously improve your comms strategy, driving your most critical business initiatives. Use comms insights to quickly take action—ensuring your message resonates and employees take the required action.

-  Understand the impact of comms across all your channels to determine the right content strategy
-  Explore engagement trends and analyze content performance by audience, channel, device, and more
-  Tie comms campaigns to strategic initiatives to measure and optimize business impact
-  Track channel effectiveness with adoption, usage and content performance metrics
-  Easily segment data to compare comms performance across functions, depts, and more



Enhance the employee experience with real-time feedback

Deep engagement metrics—plus the ability to conduct employee polls and surveys—allow you to measure and react to employee feedback in real-time, providing clarity and ensuring employees are aligned.

-  Enable employees to provide real-time feedback through likes, ratings, and comments
-  Conduct polls and pulse surveys to measure employee sentiment and comms clarity
-  Support organizational change initiatives by aligning employees on key messages
-  Give employees a direct line to leaders to ensure every voice is heard

FY21 company strategy – poll survey

1. I understand the company strategy.

Strongly agree
 Agree
 Neither agree or disagree
 Disagree
 Strongly disagree

2. I was informed about this change.

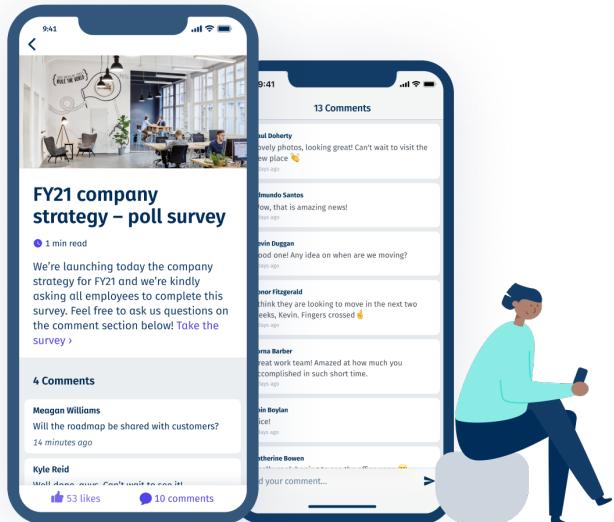
Strongly agree
 Agree
 Neither agree or disagree
 Disagree

Submit survey

Innovate for the future of employee engagement

Poppulo is your partner for the future of employee communications—reaching and aligning your changing workforce to face any challenge ahead. Joining forces with Four Winds Interactive and SmartSpace Global, we're solving today's top communication and workplace engagement challenges while innovating for the future.

-  Leverage digital signage and workspace management tools to engage and connect employees
-  Collaborate internally through multiple account structures while maintaining central control
-  Learn from comms thought leaders through free publications and resources
-  Shape future product strategy with beta testing and a direct line to our team
-  Extend and strengthen your culture on every device and communications channel



“Before Poppulo we had no means to publish communications that employees would actually want to engage with. Poppulo allows us to dynamically personalize and tailor communications. It has made a huge difference for our employees. Poppulo shows us all our channels together – so we can see email metrics, intranet page views, Yammer activity – all from one place. It gives us all the data we need to track user journeys between channels.”

— Matt Scott, Digital Channels Specialist, Centrica

Trusted by leading brands around the world



Learn more at poppulo.com ›

Poppulo