# YM Membership + Informz Integration Overview

## Benefits of the integrated solution

### Increased efficiency

- Single Sign On (SSO) between two applications
- Data queried and saved in YM Membership and then available for emails to Target Groups in Informz
- Target Groups continuously synched with data in YM Membership to make sure the list is current
- Images, templates, users and campaigns pre-populated to grab and go
- Easy social posting features
- Centralized communications calendar
- Scheduler means emails get deployed even when you're not in the office

### Advanced features

- A/B testing for items such as subject line
- Sent Time Optimization
- Social posting
- Landing page creation

### Better deliverability

- Informz ISP relations team: knows how to deliver email, which are throttled with various ISPs
- Dedicated IP addresses available for $500/year

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## Design

- Template gallery
- Enhanced preview, review and testing tools available in Informz (Virtual Inbox), which is included for YM clients and usually an additional fee
- Email templates mobile optimized and some responsive, if it's needed
- HTML template training on demand

## Reporting

- Robust analytics and reporting in Informz
- More than 120 real-time reports come baseline: http://www.informz.com/products/email-marketing/reporting/
- Three layers of reporting allow you to spot trends and access campaign performance

## Support

- All Informz clients have an eMarketing Advisor available for consultation
- Email subscriptions easily managed in Informz
- West Coast and AUS support hours
- Training included

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Email Marketing Automation powered by informz

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