

newsdemand from Tremolo® Software

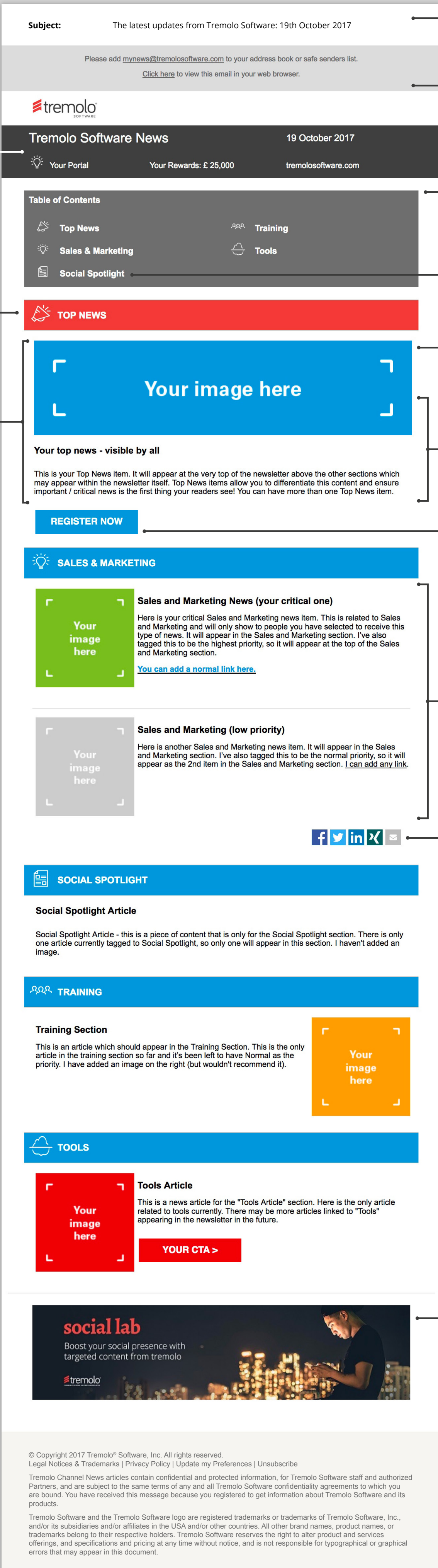
With newsdemand, you can send personalized, targeted and relevant communications to your recipients and enable them to select which topics they are interested in, and when they want to receive your communications.

You can also select to only communicate with users who have the rights to see certain content, whether this is about regionally-relevant or partnership-relevant news items.

With newsdemand:

- **You, the marketer, can restrict user access** to your communications (emails or newsletters) based on their user type, geography, language, etc.
- **Your audience can opt-in/ -out of certain topics.** They have the option to self-select the content areas that you are ready to share with them and that are most interesting to them. They also have the option to select the frequency of your newsletters.
- **Newsletters are automatically generated**, with no extra HTML coding required, at given 'send dates/ times', based on your user/ content restrictions and your audiences' preferences.

This is what your newsdemand newsletter could look like:



The template
The newsletter template includes the header and footer. The whole template can be set per country, language and even user type. It can also be edited by administrators at any time. The template could include links to your portal, or separate sections within your portal and other sites. It could also include certain fields you hold for your users.

Sections
The color of the background and text, as well as the icon and order of appearance of the sections can be all edited by administrators.

Restrict articles
You can restrict any article based on what you know about your users (country, language, user role, training/ certifications, etc.) and their organizations. Remember: users will only see an article if it's available to them (based on your content restrictions) and if they have selected to receive articles about these topics.

The subject line
The subject line can display the date automatically and can be set and edited at any time per country, language and even user type.

See it online
Users can see a version of THEIR news online.

The table of contents
The Table of Contents can be switched on or off by administrators (or by default) and will be automatically populated based on the sections each individual user will see.

All Sections in the Table of Contents will anchor to the section header in the body of the newsletter.

Imagery
You can set the article image to appear on the top, on the left or even choose to not have one. Images will be automatically sized to appear at their best.

Articles
Each article includes an image (potentially), a title, some text and as many Call to Actions (CTAs) as you like.

Create CTAs
You can create buttons in HTML that make your CTAs stand out.

Prioritize articles
You can prioritize your articles within each section, so the most important news appears at the top.

Sharing
For articles which you have set as 'Public' (i.e. the content is public and the CTAs go to public domain information), users can click on these icons and share the content they have received via their social networks or via email.

Add banners
You can add banners that will appear at the bottom of the newsletters, and again restrict their visibility for certain users.

With newsdemand, you can auto-generate nice-looking, 100%-relevant, and localized newsletters in a fraction of the time it takes you today to create and send one-size-fits-all newsletters...and these articles can be dynamically shown on your portal too.

For more information, please visit tremolosoftware.com or email info@tremolosoftware.com to request a demo.