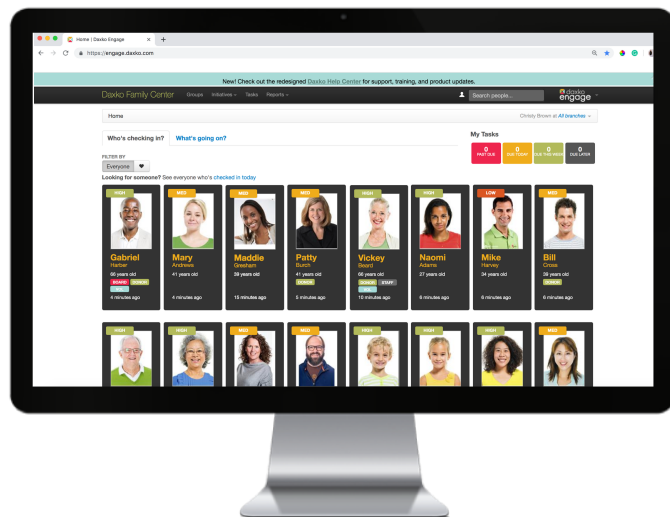


BUILD YOUR COMMUNITY

Daxko Engage is a customer relationship management and marketing automation platform that drives engagement and retention through data insights pulled from Daxko Operations. Give your staff the right tools to connect with members, tell your story, and deliver your mission.



MEMBER ENGAGEMENT SIMPLIFIED

Streamline your member relationship management and marketing campaigns with our fully integrated platform that drives engagement and retention through data insights pulled from Daxko Operations. Give your staff the right tools to connect with members, tell your story, and deliver your mission.



INTEGRATED GROUPS + TARGETED INITIATIVES

Save time spent on uploading lists by creating dynamic groups using integrated data from Daxko Operations including demographics, activity, membership dates, facility usage, program participation, areas of interest, and more. Build your own initiatives to send email updates and newsletters, cross-sell, and promote your unique offerings



EMPOWER STAFF TO ENGAGE

Give your staff the tools to easily manage member engagement and follow up through task management and rich profile information. Receive notifications when certain members check into the facility so you can engage major donors, new members, at-risk members, or other important members face to face.



MEMBER LIFECYCLE CAMPAIGNS

Go beyond the 30-60-90 campaign and engage members throughout their entire membership lifecycle using multimedia and high touch campaigns, from following up with prospective members, to on-boarding new members, recognizing important dates, asking for actionable feedback, and winning back terminated members.



RETENTION, ROI + PREDICTIVE ANALYTICS

Track revenue to email campaigns with Email + Conversion Analytics. Track new member retention trends over time, across locations and membership types. Know who's likely to stay or terminate in the next 90 days with the Retention Indicator as well as who's likely to donate in the next 6 months with the Donor Indicator.

HOW YOUR PEERS ACCELERATE THEIR BRAND + COMMUNITY



GENERATE REVENUE

Daxko Engage helps you generate revenue from program registrations. In 3 months, our customers saw 1,570 paid registrations that originated with Daxko Engage. \$93,331 total revenue program revenue generated by Daxko Engage across all clients. The average program registration brought in \$60.

The YMCA of Inland Northwest generated over \$13,000 in revenue from program emails. Mary Berry, Director of Communications and Marketing said, “We are very excited to have access to quantifiable metrics directly tied to Daxko Engage and our marketing efforts.”

INCREASE RETENTION + REVENUE

“We don’t have to have a membership director sitting at their desk for eight hours or a wellness director that has to go out and hustle business for the trainers to have clients. We’ve seen a huge increase in personal training revenue over the last 24 months. I can’t see how any Y actively using Daxko Engage would not see an increase in retention.”

Amy Adams, Associated Executive Director at YMCA of the Prairie

\$37K

Revenue generated at the Y in Central Maryland from ONE email through Daxko Engage

SAVE TIME + LABOR

“It is incredibly helpful to be able to generate your list from the same, synergistic system. With Daxko Engage, we only have to click a couple of filters to find our audience. It is also helpful that groups in Daxko Engage are dynamic so I can put the time into building my list and feel confident that I am sending to the most up-to-date audience from the Daxko database each time I use that list. It saves us tremendous time when planning our campaigns.”

Monica Booker, Executive Director of Marketing at the Y in Central Maryland

Using Daxko Engage, you can track conversion analytics. Because Daxko Engage is fully integrated with Daxko Operations, you can see true conversions tied to your email marketing initiatives.

\$500K

revenue generated from program conversions

\$41K

revenue generated from membership conversions

\$74K

revenue generated from child care + camp conversions