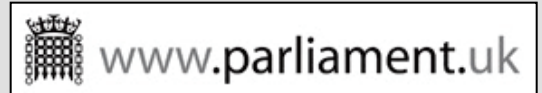


Parliament

Digital Subscription Management



Parliament (<http://www.parliament.uk>) is one of the oldest representative assemblies in the world. Along with Parliament's duties to make laws and debate the major issues of the day, it strives to keep the public well informed. Parliament turned to GovDelivery Digital Subscription Management to further its mission through enhanced communication with the public using email, the most popular digital medium and the #1 use of the Internet.

Solution Benefits

Agency Benefits

Automation
Streamline the process of communicating new information to the public.

- GovDelivery automatically delivers message alerts to subscribers when content updates occur.
- Provides a method for continually re-engaging subscribers and pulling them back to the Parliament website.
- Enables Parliament information to be shared throughout the internet quickly and efficiently.
- Provides greater communication reach at much lower cost than previously possible.

Subscriber Benefits

Personalisation
Give subscribers what they want, how and when they want it.

- Subscribers have access to more information that is delivered directly to them.
- Engage subscribers by sending relevant, timely messages.
- Allow subscribers to choose how they would like to receive their updates.

Parliament Email Updates – How it Works

Agency: Automation Makes Communication Efficient & Cost-Effective

When Parliament updates its Draft Bills webpage, an email is automatically created and delivered to subscribers of this topic.

Subscriber Signup Process: Personalisation Ensures Message Relevancy

1. Subscriber follows the email notification link and logo located on the homepage and throughout the Parliament website.

2. Subscriber enters and confirms email address.

3. Subscriber chooses the topics of interest from one subscription page. Parliament offers 95+ unique subscription topics.

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