



Macomb County, MI, turned to GovDelivery® Email and Digital Subscription Management (EDSM) to further its mission to improve government-to-citizen communication in a cost-effective and efficient manner.

MACOMB COUNTY’S NEEDS

1. Leverage its website to communicate with stakeholders regarding important updates and information.
2. Deliver a viable initiative to other jurisdictions in the area to give a common look to all town and city websites in the county.
3. Find an email subscription management system that would work with its website publishing efficiencies.

SOLUTION

Macomb County selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



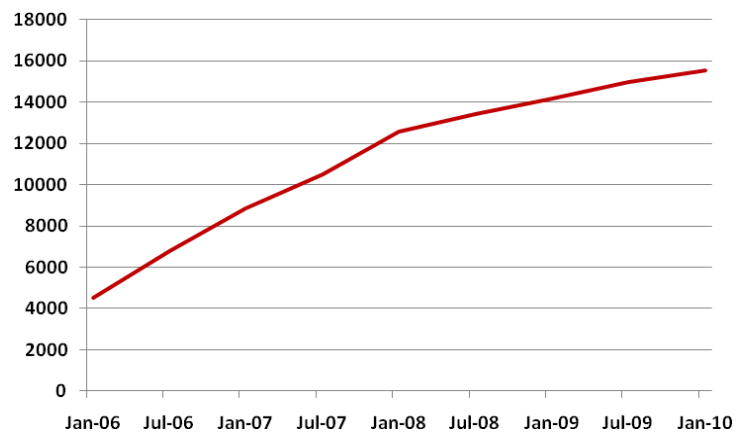
Web visitors click on links located throughout the site to register to receive specific email alerts on nearly 340 different topics.

“This is an excellent investment that improves communication with the community and helps us get information to people faster than ever before.”

Nancy White
Macomb County Board of Commissioners Chair

RESULTS

Subscriber Growth



Since launching GovDelivery in December 2004 Macomb County has:

- Signed up nearly **16,000 subscribers**.
- Obtained an **average of 11 subscriptions per person**.
- Sent over **4.15 million emails** to subscribers.
- Incorporated more than **320 subscription items** including:
 - Full and Part-Time Job Openings
 - Historical Commission Updates
 - Parks and Recreation Events
 - Veterans’ Services
 - News Releases and Advisories

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and digital communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769