



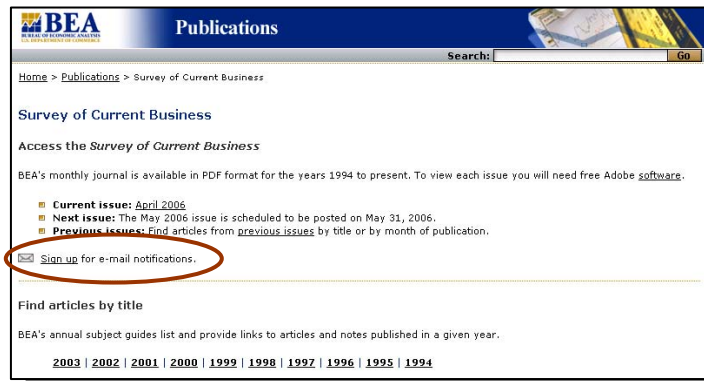
The United States Department of Commerce Bureau of Economic Analysis (BEA) is using email alerts to further its mission of “providing the most timely, relevant, and accurate economic accounts data in an objective and cost-effective manner.” GovDelivery® Email Subscription Management met BEA’s need to communicate time-sensitive information to citizens and other stakeholders quickly, efficiently, and in a cost-effective manner.

BEA’S NEEDS

1. Send critical updated economic information (such as GDP and Consumer Price Index) out to the public more quickly.
2. Support the Department’s mission by offering specific subscription options to provide website visitors more choices and easy access to specific, relevant information.

SOLUTION

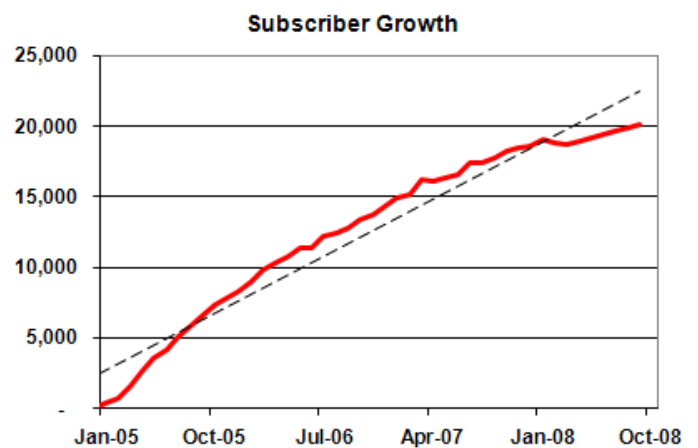
BEA selected GovDelivery to meet its communication needs. GovDelivery is a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



Web visitors click on links located throughout the site to register to receive specific email alerts on economic data.

BEA’s goal for its e-mail subscription service was to sign up 2,000 subscribers. That goal was surpassed 60 days after launching GovDelivery. Less than four years later, they have more than 20,000 subscribers.

RESULTS



Since launching GovDelivery in January 2005 BEA has:

- Registered over **20,000 subscribers**.
- Sent more than **1.9 million emails**.
- Incorporated subscription items on critical economic data including:
 - Gross Domestic Product
 - Personal Income
 - U.S. International Trade in Good and Services
 - Annual Industry Accounts
 - Travel and Tourism Satellite Accounts

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless communication solution 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, Texas Department of Health and Human Services, and many more.



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