



GobiernoUSA.gov is the Spanish-language web portal to U.S. government information and services. GobiernoUSA.gov was designed to improve the Hispanic population’s interaction with the government by making information easily accessible in one central location. The site provides up-to-date information on government programs and services at the federal, state, and local levels.

GobiernoUSA.gov’s NEEDS

1. Reach the approximately 43 million Hispanics who report Spanish to be their primary language.
2. Provide culturally appropriate and up-to-date information available on USA.gov regarding government programs and services to the Spanish-speaking public.
3. Deliver time-sensitive information quickly with minimal administrative oversight.
4. Increase the number of subscription options and information available to the Spanish-speaking U.S. population.

SOLUTION

GobiernoUSA.gov selected GovDelivery EDSM to automatically generate email alerts, tailored to the needs of the GobiernoUSA.gov audience.



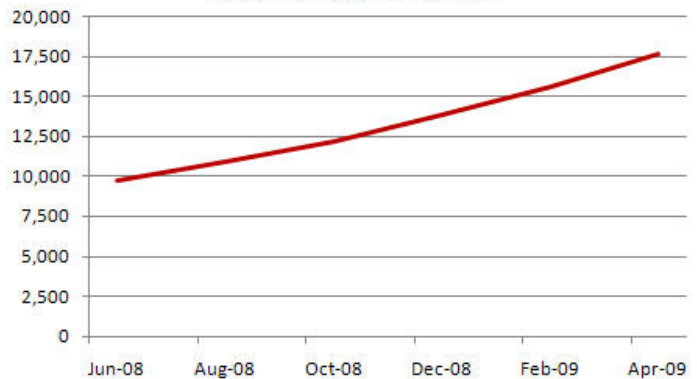
Web visitors click on links located throughout the site to register to receive specific alerts.

“Providing citizens with the most up-to-date information available on espanol.gov is a continuing step in keeping the Administration’s promise to enhance citizen access to government information.”

M.J. Pizzella, Associate Administrator of the U.S. General Services Administration's Office of Citizen Services and Communications
As quoted in *República Update*, April, 2006

RESULTS

Subscriber Growth



Since launching GovDelivery in March 2006 GobiernoUSA.gov has:

- Deployed GovDelivery in less than 30 days.
- Sent more than **1,175,000+ emails** to **17,500+ subscribers**.
- Incorporated **145+ specific subscription items** including:
 - Benefits
 - Educational Opportunities
 - Employment Opportunities
 - Immigration Services
 - Health
 - Housing
- Prior to the launch, GobiernoUSA.gov was instrumental in helping build the first Spanish GovDelivery interface.

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless 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