Convey™ News Release

Convey Releases Conduct™ Campaign in Beta

New Email Marketing Campaign Solution Designed for Channel Sales

Atlanta, GA — June 6, 2018 — Convey Services today released Conduct™, a new email marketing campaign platform designed for indirect and channel sales organizations. Conduct is a SaaS-based marketing solution that is integrated into Convey online portals used by master agents in the telecom, cloud & Internet of Things (IoT) markets, foodservice distributors and master agency networks in property & casualty insurance. Conduct delivers pre-packaged marketing campaigns directly into the online accounts of sales partners and producers that are members of Convey platforms. Campaigns are created by selected suppliers, carriers and vendors with each email campaign branded for the individual Conduct user. Campaigns come with multiple email messages and a customized sign-up page to collect responses. Agents simply add their contacts, choose an email campaign, review the content and schedule the campaign to launch. Conduct Beta will be available for a limited time as a free trial for enrolled agents.

"Conduct is the engine for sales partners who need marketing support to drive interest in new products and services that accelerate revenue," said Carolyn Bradfield, CEO of Convey, the technology platform behind Conduct. "Conduct is designed for sellers that don't have the time or expertise to create marketing campaigns but want to take full advantage of the power of email marketing. Every campaign library includes a selection of automated campaigns created by suppliers in their portfolio."

"Although many agents have access to off-the-shelf email marketing software, most don't have the time or expertise to write and create the marketing message and produce effective graphics," Bradfield added. "Social media is often touted as a preferred marketing method; however, email still remains the most efficient and cost-effective marketing tool available, producing a much higher return on investment when compared to all social media combined. Conduct takes advantage of this proven marketing media and in the future will integrate business text messaging to expand campaign reach."

Conduct is designed to be simple, branded for each user, and up and running in minutes. Every agent's contact list uploaded into Conduct is protected with ListLock™, Convey's proprietary data security technology. ListLock ensures that no one can gain access to client information within the Conduct or Convey platforms. Agents and sales partners receive detailed reports on the success of each campaign and who responded to their promotions. Convey site owners can receive campaign analytics but cannot view actual client names that responded. In addition to pre-packaged campaigns, sellers have the flexibility to develop their own email marketing messages or launch campaigns from their promotions library.

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About Convey Services

Convey Services manages networks of connected content and marketing portals designed to inform, educate and engage channel partners and direct sellers in the telecom/cloud space, the property and casualty insurance market and food distributors. Convey is the expressway connecting vendors & channel partners and the accelerator to get faster revenue results. Convey's portal technology automates and organizes partner management and integrates email marketing technology for outreach to members and enables members to run email marketing campaigns to their customers and prospects. For information visit www.conveyservices.com, info@conveyservices.com or call 888-975-1382.

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