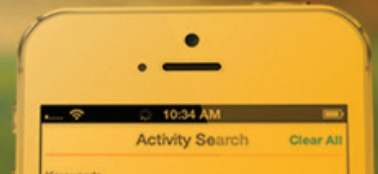


MUST-KNOW STATS TO EXTEND YOUR MARKETING REACH



Statistics show that now, more than ever, your participants expect custom emails & targeted text messaging. These astonishing statistics show how to harness the power of plugged-in customers. Make your customers a part of your marketing strategy by creating personalized messages and easy-to-share social options.



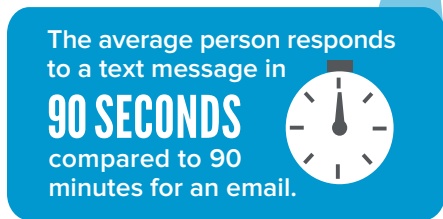
54% OF US AND CANADIAN CONSUMERS

would consider ending their loyalty relationships if they were not given tailor-made, relevant content and offers.



91% OF ALL U.S. MOBILE USERS

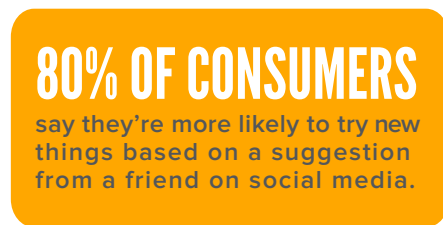
keep their phones within arms reach at all times.



The average person responds to a text message in

90 SECONDS

compared to 90 minutes for an email.



80% OF CONSUMERS

say they're more likely to try new things based on a suggestion from a friend on social media.



80% OF U.S. SOCIAL NETWORK USERS


PREFER TO CONNECT TO BRANDS THROUGH FACEBOOK.

THERE ARE OVER 1.15 BILLION FACEBOOK USERS

OVER 97% OF TEXT MESSAGES ARE OPENED, WHILE ONLY 22 PERCENT OF EMAILS ARE OPENED.



CLICK-THROUGH RATES (CTR) BY 14%, & CONVERSION RATES BY 10%.



23% of Facebook users login at least

5X PER DAY

90% OF ALL TEXT MESSAGES

are read within 3 minutes of their delivery.



6:00 AM

HAS THE HIGHEST CTR OF ANY HOUR.



CASE STUDY: THE CITY OF SIERRA MADRE

The City of Sierra Madre has been an ACTIVE Net customer since 2010, and converts around 50% of registrations online. With fewer staff members due to economic constraints, ACTIVE Net picks up the slack. They are able to use ACTIVE Net to increase fill rates through website optimization, consistent communication and social sharing.

CITY OF SIERRA MADRE'S TOP MARKETING TIPS

- Capture specific customer information to build your database with targeted contacts
- Use press releases to reach readers in your community
- Create a document about how to use online registration and post it on your website
- Feature your registration link on your website
- Help people use the system when they call in, rather than doing it for them



GET STARTED TODAY!

1.800.661.1196

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