

Ignite Technologies
Comms and Media Relations

Synoptos

News & Market Insight Digests for Customers



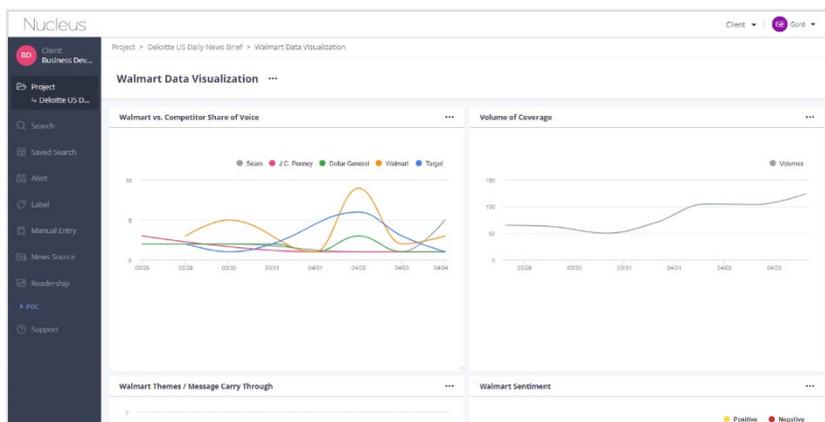
Engage customer or member audiences with valuable, curated daily or weekly news and market insights emails. Pulling from a wide range of news, media, and social sources, highly relevant email-based digests are easily created and distributed to your customers.

Product Overview

A media intelligence solution providing news and social insights to create content-rich customer communications to position as an industry expert and trusted advisor to key customer and stakeholder groups.

Solution Benefits

- Access the stories shaping the day, that are impacting your customers and industry
- Analyze social media activity and monitor public sentiment about key industry trends
- Get real-time updates on key news items impacting your target audiences



The email digest provides a curated selection of news items:

- Walmart Top News:**
 - How Smartphones are Enabling a Smarter Way of Working in Stores
 - Walmart adds Google Assistant voice shopping to take on Amazon and Alexa
 - Walmart is rapidly closing stores — here's the full list
 - Here's a list of the largest employer in every state
- Competitors:**
 - J.C. Penney Leads Ergo Spools Market Wary of Aggressive Shares
 - Could a J.C. Penney clerical error open the door for a short seller? Investors demand
 - Marsh's J.C. Penney users shopping regularly US still needs to reduce their dependence on the American retailer
 - Dollar General and Western Union Launch Consumer Money Transfer Service
 - Has Dollar General Corporation (NYSE:DG) Improved Earnings Growth in Recent Times?
 - Retail industry News & Policy
 - Retailer raises minimum wage to \$11 an hour

Use Case/Reference

Customer Success

This Association uses Ignite's Synoptos Nucleus Solution to provide industry updates to its member audience.

Company

Technology | Health |
Entertainment | Public Sector

Industry

NON-PROFIT

Ignite Solutions

Synoptos Nucleus

Deployment

SaaS

Summary

Synoptos is being used to provide industry updates as well as drive and measure audience engagement. It helps provide updates to member firms and individuals, who gain access to the daily curated news briefs through the association rather than purchasing the solution directly. The association is also able to run ads and drive audience engagement.

Why Synoptos

There was a need for a platform that delivers tailored daily news briefs to members. Synoptos not only met the requirements but also offered several other features such as advertising and an expert services team that customizes based on association requirements.

Member Benefit

Synoptos provides news updates to association members. The daily delivery maintains regular engagement with the association's members, without the need for the association to generate new content directly. With Synoptos the association can maintain daily service to its members without any ongoing effort.

Customer Outcome

The association can include its own messaging in the reports to communicate with its members, generate revenue through ad sales, and monitor member engagement. The daily reports also ensure association staff stays on top happenings within the industry.

For more information

Visit www.ignitetech.com/synoptos