

Your marketing, your way.

The leading marketing platform for
tomorrow's brokers.

Connective Digital Marketing Hub

The next generation marketing platform for mortgage brokers.

Powerful.

Drive better results with personalised, automated email campaigns that engage your clients with the most effective messaging, at the right time.

Easy-to-use.

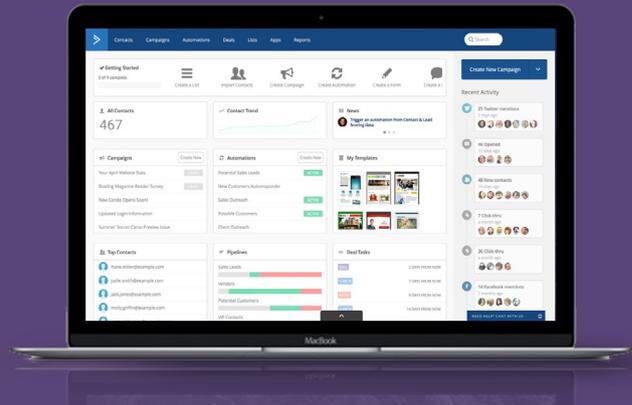
In just a few easy steps you can have an entire campaign up and running, whether you're an experienced marketer, or just starting out.

Intelligent.

Seamlessly integrate with your Mercury database in real-time so you never miss an opportunity.

Scalable.

The Hub puts the power in your hands so your marketing campaigns are limited only by your imagination.



Audience segmentation

Increase conversions by targeting segmented groups of contacts in Mercury.



Customised messages

Target your communications to each contact based on their financial journey.



Trigger campaigns

Build trigger campaigns based on your customers' behaviour and financial profile.



Goal tracking

Know when your customers have opened an email, booked an appointment or engaged in your campaign.



Customer journeys

Welcome, re-engage and follow up with your customers throughout their financial journey.



Mercury integration

Seamlessly integrate with your Mercury database.



Real-time data insights

Live reporting on your email marketing campaigns.

My Marketing

An all-new marketing service powered by our Digital Marketing Hub.

My Marketing gives you access to all the benefits of the Digital Marketing Hub, and we manage your campaigns for you. We'll integrate your Mercury database with our best of breed digital marketing platform and provide ongoing branded marketing materials and collateral.

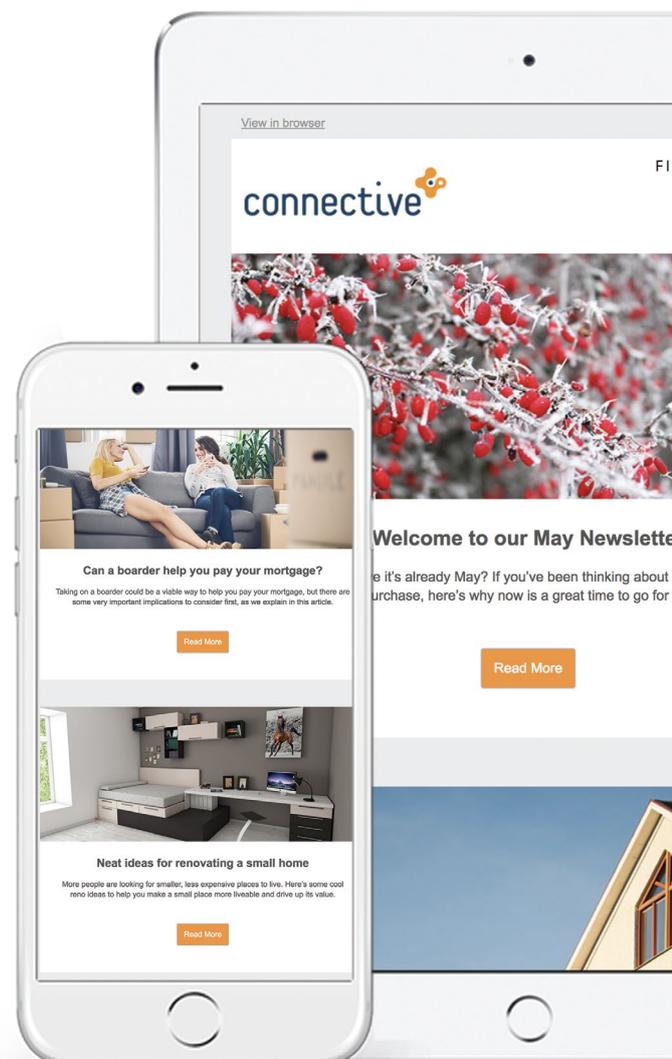


All the benefits of the Hub and more:

- ✓ Automated text messages
- ✓ Monthly RBA to clients
- ✓ eMags to clients
- ✓ Access to branded consumer booklets
- ✓ Suite of marketing templates

Our marketing tools offer real choice and flexibility.

If you'd like, we can do your marketing for you. Or, you can opt to do it yourself with predesigned templates, or start from scratch and create your own. It's that simple. Either way, it will allow you to stay ahead of the pack!



Choose which plan best suits your marketing needs.

| DIY | Lite Touch | Premium <i>MOST POPULAR!</i> |
|--|---|--|
| <p>\$59 <small>+GST /month</small> (Plus setup fee \$150 +GST)</p> <p>Your own easy to use marketing platform synced to your Mercury database. In only a few steps you can have your campaigns designed, setup and delivered.</p> | <p>\$95 <small>+GST /month</small></p> <p>Starting out or just don't have time? We can help keep your customers engaged with monthly email campaigns.</p> | <p>\$195 <small>+GST /month</small></p> <p>Take your marketing to the next level. With all the tools and content you need, send quality, personalised messages to your clients every time.</p> |
| <p>Features</p> <ul style="list-style-type: none"> Access to the Digital Marketing Hub Up to 10,000 contacts* | <p>Features</p> <ul style="list-style-type: none"> Access to the Digital Marketing Hub Up to 10,000 contacts* Birthday text messages Monthly RBA email to clients | <p>Features</p> <ul style="list-style-type: none"> Access to the Digital Marketing Hub Up to 10,000 contacts* Birthday text messages Monthly RBA email to clients Monthly eMag to clients Suite of 20+ ready to use marketing templates Marketing automation tutorials Branded consumer booklets |

*If you have over 10,000 contacts or would like to discuss more options please email marketinghub@connective.com.au

Sign up today at connective.com.au/digitalmarketinghub



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