DocuMatix Announces Onboarding for DocuMatix On Demand

SALT LAKE CITY (September 16, 2014) - DocuMatix, LLC announced today a new marketing automation tool designed specifically for automating financial institution onboarding efforts.

DocuMatix On Demand (DOD) Onboarding allows the marketer to automate their onboarding program by using data from virtually any core processor and a *Decision Tree*. The *Decision Tree* is a powerful system that allows the marketer to design multiple targeted emails that correspond to different demographics under one umbrella campaign. The *Decision Tree* allows for creating and prioritizing offers, and then marketing those offers to members/customers based on the products that they already have or don't have. Additionally, once an offer is selected the communications can be further tailored based on any information available within the core processor (i.e, age, gender, credit score, zip code, etc).

We invite you to contact DocuMatix to learn more about how DocuMatix On Demand can automate your onboarding program, saving you both time and money while increasing your return on investment.

About DocuMatix

At DocuMatix we simplify communications for credit unions and other financial institutions. DocuMatix is a trusted provider of email marketing solutions used by over 280 credit unions. Our services include traditional and trigger-based email marketing, secure web forms, events, surveys, polls, PURLs, financial calculators, SMS text messaging and on-line elections.

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