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BRAND CONSISTENCY



RELEVANCY THROUGH REPORTING



GLOBAL-TEAM EFFICIENCY

**'Vuture empowered us to deliver a seamless brand experience and maintain continuity.'**

With the marketing technology we were using, we lacked control of the look and feel, and the messaging and positioning being communicated on behalf of the brand, which led to an inconsistent brand experience for our members.

The centralised control enabled by the approval processes adopted with the Vuture platform is worth its weight in gold. Everything going out has an editor reviewing it and content cannot be published unless it is approved for release.

The result has been an improved member journey across the German Marshall Fund channels, globally, avoiding confusing experiences and instilling confidence in the brand, resulting in improved member loyalty.

‘Vuture empowered us to focus the message and support requirements with metrics and analytics.’

Metrics are vital for many reasons. Our previous software did not offer analytics to report on our successes or optimise campaigns.

This made it a challenge for the team to grasp member behaviour and understand the quality of the data that we held.

Vuture has completely turned this around for us. We can now hyper-focus the message, and have a strong foundation, created by member insights, for more targeted and personalised engagement with our members.

Furthermore, following the introduction of the General Data Protection Regulation (GDPR) in Europe, through their communications, Vuture’s marketing team enabled us to see GDPR compliance as a positive step forward for the German Marshall Fund, putting our members at the forefront of what we do.

Since partnering with Vuture, the improvement in the quality of our member data has led to the creation and delivery of more relevant and timely communications. In turn, we have seen an **increase of five per cent** in our email open rates, whilst remaining compliant with the latest regulations.



**‘Vuture empowered our global teams to be more efficient with the platform’s ease of use and campaign automation.’**

In the past, the process of sending or posting marketing communications could take up to twelve hours. Now we have no content queue and delivery is immediate. For the consent process alone, Vuture saves us 50 per cent of the time, compared with our previous supplier.

Vuture has delivered a platform that is easy to use and integrates seamlessly with our current technology.

Our membership campaigns are now completely automated, saving endless amounts of time and enabling the team to deliver even better member experiences. From discovery to payment and beyond, to member services, Vuture enables us to engage on brand and in real time across the entire journey.

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Want to learn more on how the Vuture platform could help you and your firm?  
visit [vutu.re](http://vutu.re) or email [explore@vutu.re](mailto:explore@vutu.re)

#### About German Marshall Fund of the United States

The German Marshall Fund of the United States (GMF) strengthens transatlantic cooperation on regional, national, and global challenges and opportunities in the spirit of the Marshall Plan.

GMF contributes research and analysis and convenes leaders on transatlantic issues relevant to policymakers. GMF offers rising leaders opportunities to develop their skills and networks through transatlantic exchange, and supports civil society in the Balkans and Black Sea regions by fostering democratic initiatives, rule of law, and regional cooperation.

#### About Vuture

Vuture was established to transform the communication and event model for professional services. The platform’s seamless integration with world-leading CRM providers enables users to create unique, consistent and personalised communications, securely, to power value-driven client experiences.

Vuture’s automation technology puts its professional-services users in control to build trusted relationships, drive brand loyalty and, efficiently, deliver engaging, multichannel campaigns that place their clients at the heart of the business.