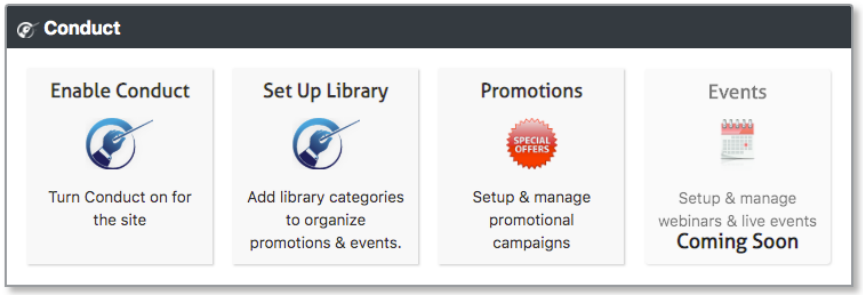
Portals have Conduct, a unique drip marketing email service for portal members. Site administrators activate Conduct for the site and set up the Conduct library. They create email campaigns and deliver them to member dashboards.

Conduct for Site Administrators

Enable Conduct
Site administrators turn Conduct on for the site. They add a Conduct tile or Conduct section to the member dashboard as a link to the Conduct technology.

Setup the Conduct Library
Members have a library of campaigns in their Conduct dashboard. Administrators set up campaign categories to organize where campaigns will be displayed.

Promotions
Promotions are email campaigns designed to motivate the viewer to take an action: sign up, get a quote, make a donation, ask for a demo, etc. Promotions come with up to 4 outbound emails and a sign-up page. Administrators set up the promotion and add it to member dashboards.

Events
Event campaigns motivate the viewer to register for a live or virtual event. Once the individual is registered, Conduct sends reminder emails to ensure they will attend.