

# Origence arc MX

## The marketing automation platform built for credit unions

Harness the power of data and automation to build member relationships and drive business growth.



Origence arc MX (formerly Intuvo Marketing Automation) gives you an exciting way to use marketing automation to build stronger member relationships with a single platform. Leverage data, launch automated campaigns, and see how quickly your marketing results start growing with a solution that provides tools for every touchpoint. With arc MX, you can enjoy better performance and decreased call volume, as well as effective cross-selling and higher close rates. Oh, and happier and more engaged members, too.



### Derive value from data

Beyond organizing your data in a secure cloud, arc MX provides full access to Microsoft Power BI embedded within it.



### Monitor performance

The configurable arc MX reporting engine provides pre-built reports to keep multiple departments fully informed.



### Keep track of your activities

Enterprise sales tools help keep you on top of tracking leads, managing tasks, monitoring affiliate relationships and more.



### Amplify your message across channels

Multi-channel communication capabilities delivers your message across email, text messaging, and print.



### Connect with precision

See how easily you can use powerful data analytics to segment your outreach across product lines—in near real time.



### Automate beyond drip campaigns

Incorporate event-based marketing into your tactics for increased response rates and cross-sell.

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