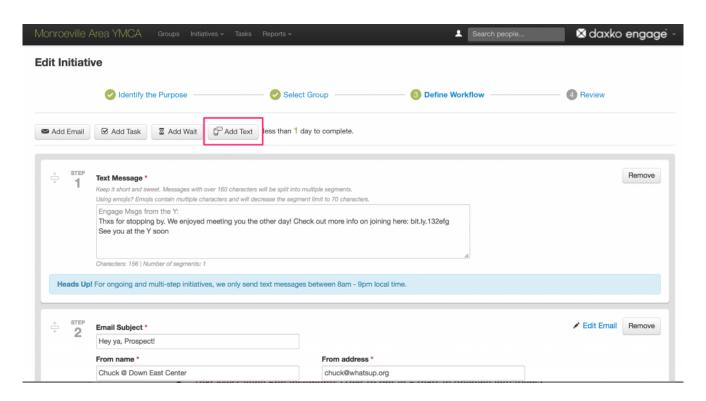
Prospect Texting

Engage with your prospects through SMS texting! <u>Last month</u>, we released new prospect group rules with Daxko Engage. Now, include text messages in the initiatives you create to engage prospects.

Send Texts to Prospects through Initiatives

Text messaging is a great way to connect with your prospects. Send a quick message thanking them for their visit, or follow up with additional information about joining your community.

With this release, initiatives that engage prospects can include text message steps. Simply select the "Add Text" and create your message.



Manage Prospect Text Preferences

As with any text messaging campaign, it's important to only message people who have opted in to receive texts. We have made it simple to manage opt-in preferences with Daxko Operations, much as you can with members today.

There are four ways to facilitate text opt ins for prospects:

1. Prospect Forms

- 2. Adding Prospects in Daxko Operations
- 3. Prospect Profile in Daxko Operations
- 4. Text to opt in for Prospects

To view full details about the text opt-in management process for prospects in Daxko Operations, <u>view those release notes here</u>.

Text Preferences in Daxko Engage

Text preferences are managed in Daxko Operations, but you can view a prospect's text opt-in status on her profile in Daxko Engage. With this release, you'll also have access to new Group Rules for prospect communication preferences. Segment your prospects using rules for the "Allow SMS" opt-in statuses in Daxko Operations.

The above features will be available on **Friday**, **August 28**. Check out the <u>full</u> <u>release notes here</u>. If you have questions or feedback, please connect with <u>support@daxko.com</u> for more details.