HighRoad Solutions™

What is Adestra?

Adestra is the leading email automation platform, designed for the mainstream market, refined by HighRoad specifically for associations.

Why do you need it?

Adestra allows you to automate and elevate your member communications for greater member retention and engagement. Through Adestra, you can:

Create an individualized member experience:
By leveraging demographic data from your AMS, and psychographic and behavioral data from Adestra, you can build data-driven workflows and dynamic content to create hyper-personalized member experiences.

Track conversions & ROI:
Using built-in functionality, you can create goals, track conversions, and ultimately ROI, within each phase of your member journey.

Free up your team members' time:
Using dynamic lists, filters, and workflows, you can automate your email campaigns and create greater operational efficiencies for your team.

Why partner with HighRoad?

At HighRoad, it's not just about the platform. Associations who engage with us not only get the right tools in place to carry out their objectives, they also get the framework, the know-how, and the ongoing unbiased partnership to help with the most important element—the people using the platform.

Specifically, through our tried-and-true methodology, we provide associations:

- Connectivity between their data and their technologies
- The right digital platform(s) to support their goals
- The digital expertise to help them maximize their martech stacks

To learn more about Adestra, or for a demo, visit us at
www.highroadsolutions.com/adestra

adestra