

## Breaking News Feature Sends Emails within 60 Seconds

### The Challenge

Online publisher who publish breaking news all face the same challenge – be the first in the inbox with the latest news. Creating and assembling an email can sometimes take several minutes, which is precious time in this industry. Our publishing clients required a solution that would allow them to drastically speed up this process.

### The Solution

PostUp introduced a feature, specially designed for publishers, called Breaking News Alerts. Prior to sending out an alert, users can configure templates and define the communication channels they would like to send through (email, SMS, Facebook and/or Twitter). Users can designate information fields through these templates to automatically populate information such as the story content and URL, across all selected channels.

### The Results

Our publishers can quickly create a news alert and execute the email faster than ever before. Breaking News Alerts has reduced the time spent creating and assembling an email from several minutes down to 60 seconds!



Contact a PostUp Representative to learn more.

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