

Public Sector Email Campaign Management & Digital Marketing Platform

Targeted, GDPR-compliant digital marketing for UK public sector communications

Accessible, multi-channel citizen engagement with real-time analytics

Stronger citizen engagement

Accelerates engagement through targeted, personalised campaigns that reach the right audiences at the

Lower marketing overhead

Reduces campaign delivery costs via automation, reusable templates, and streamlined workflows

Improved communication insight

Provides measurable performance data and analytics to refine service communications

Transform Public Services

- Purpose-built for UK public sector, aligned with government information governance and GDPR
- Combines email, SMS, and social channels in a single, cloud-based platform
- Delivers accessible, WCAG 2.2 AA-compliant content to support inclusive communications
- Provides rich, real-time analytics to continuously improve engagement and service outcomes

Service Overview

This platform enables UK public sector bodies to plan, deliver, and measure digital campaigns that meet GDPR, UK information governance, and accessibility standards. It combines audience segmentation, automated workflows, and real-time analytics to improve citizen engagement and service communications.

Core Capabilities

- Targeted email campaign management with segmentation and scheduling
- Automated workflows for end-to-end campaign execution
- Real-time analytics and reporting on engagement and performance

Key Features

Drag-and-drop email template builder

Public sector branding options with intuitive design tools for rapid campaign creation

Advanced audience segmentation

Target citizens and stakeholders with precision based on demographics, behaviour, and preferences

GDPR-compliant data management

Aligned to UK public sector security standards with built-in consent and privacy controls

Automated workflows

Scheduled delivery and event-triggered campaigns to engage audiences at the right time

Real-time analytics

Track open rates, engagement metrics, and campaign performance with comprehensive dashboards

WCAG 2.2 AA accessible templates

Inclusive email communications that meet accessibility standards for all citizens

Multi-channel integration

Unified platform for email, SMS, and social media campaign management

Contact list management

Unsubscribe automation and preference centres for citizen control and GDPR compliance

Service Benefits

Stronger citizen engagement

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Lower marketing overhead

Reduces campaign delivery costs via automation, reusable templates, and streamlined workflows

Improved communication insight

Provides measurable performance data and analytics to refine service communications

Built-in GDPR and governance

Ensures compliance with consent, data management, and UK information governance standards

Inclusive and trusted digital services

Supports accessibility and transparent engagement, strengthening public trust

Summary & Key Advantages

Why Choose This Service

- Purpose-built for UK public sector, aligned with government information governance and GDPR requirements
- Combines email, SMS, and social channels in a single, cloud-based platform
- Delivers accessible, WCAG 2.2 AA-compliant content to support inclusive communications
- Provides rich, real-time analytics to continuously improve engagement and service outcomes
- Automates repetitive tasks, saving staff time and reducing campaign delivery costs
- Designed to integrate with wider public sector digital and CRM infrastructure for scalable digital transformation

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