



Vega Promote

MARKETING AND COMMUNICATIONS TOOL FOR YOUR LIBRARY

Vega Promote keeps users and community members well informed through targeted and relevant communication and eliminates the need for your staff to use a patchwork approach to marketing. Vega Promote enables libraries to communicate their value, share success stories, and keep users informed through targeted outreach and storytelling. You can share stories, highlight achievements, and communicate effectively with students and faculty.

Digital marketing designed just for you:



Build your library brand

Our easy-to-use email design tool gives you access to a database of royalty-free images and options to customize and color emails to match your faculty's branding.



Hit send without counting emails

Our subscription packages empower you to email users multiple times a month without the stress of counting emails or worrying you'll go over your limit.



Better workflows

From unsubscribe workflows and bounce back handling to accessible engagement data and contact time, Vega Promote simplifies your workflows and saves your time.

What You Get

Simplify your communication efforts and reach your users with relevant information at the right time with Vega Promote, an easy-to-use digital marketing tool. Vega Promote includes:

- ✓ **Email design tool**
Simple and intuitive tool for designing visual and professional looking emails. Select and insert images from our database or royalty-free images.
- ✓ **Email campaigns**
Create, schedule, and send emails. This allows your staff to work ahead on their communications calendar.
- ✓ **Manage marketing contacts**
View all users and separate contacts from marketing contacts. Edit contact records and view the user's campaign history to see which emails they received and opened.
- ✓ **Custom design library**
Your staff can create custom email templates and individual design blocks (header, contact us, etc.) that can be easily added to templates or new email campaigns for consistency.
- ✓ **User guides and announcements**
Vega Promote comes with built-in, interactive user guides for easy implementation and ongoing training. The guides provide product walk-throughs, tips for users, and highlight new features.
- ✓ **Tag and segment contacts**
Tag contacts with notes for easy segmentation such as "freshmen" or "alumni". Create as many contact segments as needed to tailor messaging and send emails by segment.
- ✓ **Footer, unsubscribe, bounce back automation**
Protect your sender reputation. If an email bounces, Vega Promote stops sending emails to that address until it's been updated. The default footer also includes mandatory unsubscribe workflows to ensure regulation compliance.
- ✓ **Message delivery and engagement metrics**
View engagement data for email opens and clicks by campaign, segment, and contact. Evaluate successful campaigns and use the data to increase engagement.

©2025 Innovative and/or its affiliates. All rights reserved.

Think forward

Give your patrons an engaging event experience from beginning to end with Vega Program.

Request a demo.

Reach out to your Clarivate account manager or [contact us](#).