Grantee Information

ID	1716
Grantee Name	KVIE-TV
City	Sacramento
State	CA
Licensee Type	Community

6.1 Which Content Management System (CMS) is your station using?   Jump to question: 6.1 ⌄

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

6.1 Which Content Management System (CMS) is your station using?   Jump to question: 6.1 ⌄

Check all that apply

Grove	☐
Bento	☐
WordPress	☑
Drupal	☐
None	☐

6.1 Which Content Management System (CMS) is your station using?   Jump to question: 6.1 ⌄

Other

6.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 6.2 ⌄

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

6.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: 6.2 ⌄

Check all that apply

CDP	☐
Salesforce	☐
Blackbaud	☐
Carl Bloom	☐
Roi Solutions	☑
Adobe	☐
Allegiance	☐
None	☐

6.2 Which Customer Relationship Management (CRM) System is your station using?   Jump to question: [6.2 ▾]

Other

Iterable

6.3 Which Email Service Provider (ESP) is your station using?   Jump to question: [6.3 ▾]

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

6.3 Which Email Service Provider (ESP) is your station using?   Jump to question: [6.3 ▾]

Check all that apply

Mailchimp	☐
Constant Contact	☐
GoDaddy	☐
SendGrid	☐
None	☑

6.3 Which Email Service Provider (ESP) is your station using?   Jump to question: [6.3 ▾]

Other

6.4 Which Marketing Automation Platform is your station using?   Jump to question: [6.4 ▾]

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

6.4 Which Marketing Automation Platform is your station using?   Jump to question: [6.4 ▾]

Check all that apply

Mailchimp Marketing Platform	☐
Hubspot Marketing Hub	☐
Adobe	☐
None	☐

6.4 Which Marketing Automation Platform is your station using?   Jump to question: [6.4 ▾]

Other

Iterable and Snowflake Cloud Data Platform

Comments

Question	Comment
No Comments for this section	