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# Manage Measure Engage Convert

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A Digital Engagement and  
Web Content Management  
Platform for Higher Education

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# Who we are & what we do

Terminalfour empowers higher education institutions across the world with smart, innovative digital strategies and web solutions.


Our digital engagement and web content management platform transforms how you connect to your audiences, and lets you create targeted and incredibly effective digital marketing campaigns, clever engagement strategies, and a unified online presence.

Our goal is to help you solve business challenges so your university or college can:

- Increase admission enquiries
- Recruit more researchers, professors, and staff
- Fundraise more efficiently
- Revamp and customize your communications to various audiences
- Improve your digital marketing performance
- Customize your communications
- Enhance your online visibility

We don't want you to just stay ahead of the game; we want you to lead the way.

We guide you to get results and achieve your recruitment, advancement, research promotion, and online performance objectives.



You can take your business and marketing goals further.

You can do it with Terminalfour.

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# What we offer higher education

Every university and college is different: with our flexible and robust Terminalfour system, we help you create a distinctive online presence that's tailored to your specific needs and growth objectives.

With our user-friendly CMS and digital engagement system, you can have creative, accessible, and responsive websites, packed with leading-edge technologies and strategies:

- Streamline and unify your brand across all your websites
- Build online engagement and deliver personalized user experiences
- Easily manage and publish content across hundreds of sites
- Create effective digital marketing campaigns
- Centrally manage templates and assets and create, manage, and reuse content from authors across your university
- Make information easily accessible on several channels: websites, intranets, extranets, and social media
- Test and monitor the performance of your website content and campaigns
- Depend on the security and stability of managed website hosting, regardless of visitor volumes



Join more than **200** universities and colleges worldwide that depend on the power of Terminalfour.

# Features



## Events Calendar

Interactive calendar:  
one location for all events

Up-to-date calendar sync with Google Calendar and iCal so your visitors can see where "it's all happening"



## Version Control

File locking and rollback

Keep track of changes to all your assets—down to every line of code—and roll back to previous editions if needed



## Course Search

Finding made simple

Easily build your course catalog online, tailor it specifically for your school, and customize content for prospective students



## People Finder

Faculty profile and  
staff directory

Automatically create profile pages and integrate powerful and up-to-date search, synced to your directory



## Direct Edit

Edit directly on the  
page and see how your  
changes look in context.

Google Analytics integration provides insight into how edits perform over time



## Form Builder

As easy as drag and drop

Add validation, confirmation emails, redirects, and payment integration



## Research Hub

Your own research  
management system

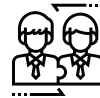
Showcase your people's expertise and let others see what interesting research is taking place at your institution



## CRM Integration

Pull content from  
other databases

Build stronger connections with students and alumni by gaining insight from integrated CRM databases



## Personalization

Target content

Personalize content based on user location, behavior, device, or interests—and see how your content performs



## Email Campaigns

Build emails  
that get results

No coding? No problem. Design professional-looking email campaigns and use A/B testing to measure their effectiveness



## Site Management

Pixel perfect design  
control over layouts

Make your site accessible, fully responsive, attractive and maintainable with easy-to-use design frameworks and development tools

There's lots more to Terminalfour  
[www.terminalfour.com](http://www.terminalfour.com)

# What makes us different?

Terminalfour was built with security, flexibility, and reliability in mind so you can drive more traffic to your university or college website, nurture leads, and maximize conversions.

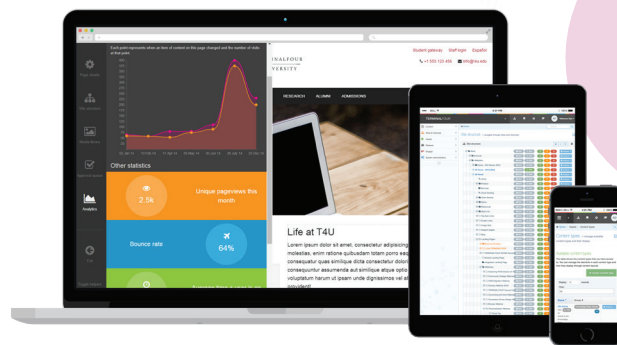
We created Terminalfour specifically for higher education, and we have nearly two decades of experience delivering cutting-edge web content management systems to universities and colleges of all sizes.

We know the challenges you face: our aim is to give you tools and tangible results to stand out from the crowd and thrive in a digital world.

With our deep knowledge and experience in the higher education market, we're not just a solution provider; we're your partners, engaged in your success. For many of us here at Terminalfour, it's more than a job: it's a cause worth championing.

We work collaboratively with you to ensure we can seamlessly execute even the most audacious ideas.

Try us, we love a challenge!



Sounds good?  
Let's talk!

✉ [info@terminalfour.com](mailto:info@terminalfour.com)

🐦 [@terminalfour](https://twitter.com/terminalfour)

## Clients Include



Boston • Dublin • London • Sydney

[www.terminalfour.com](http://www.terminalfour.com)