

Share Updates Across Channels

Your community will receive text messages, calls, emails, and push notifications from City of Lathrup Village. With push notifications, you will be able to expand your audience dramatically, as anyone who is interested can download your app.



Mass notifications and alerts

Send timely updates via email, SMS text, push notification, voice call, social media, website, and app, all from one place with a single click. Apptegy's alert system supports auto-translation in 135+ languages, enables text-to-speech voice calls, and allows for automated recurring alerts and templates. It's built to streamline urgent communication, even when you're away from your desk or out at an event.

App

Social media

Live Feed

Notification

Facebook

X (Twitter)

Instagram

Alerts

SMS

Audio

Email

Create new

Post

Template

Feed

1 minute ago

Lathrup Village

1 minute ago

Emergency Weather Alert: City offices will be closed tomorrow due to inclement weather.

Emergency Weather Alert: City offices will be closed tomorrow due to inclement weather.

Images (1)

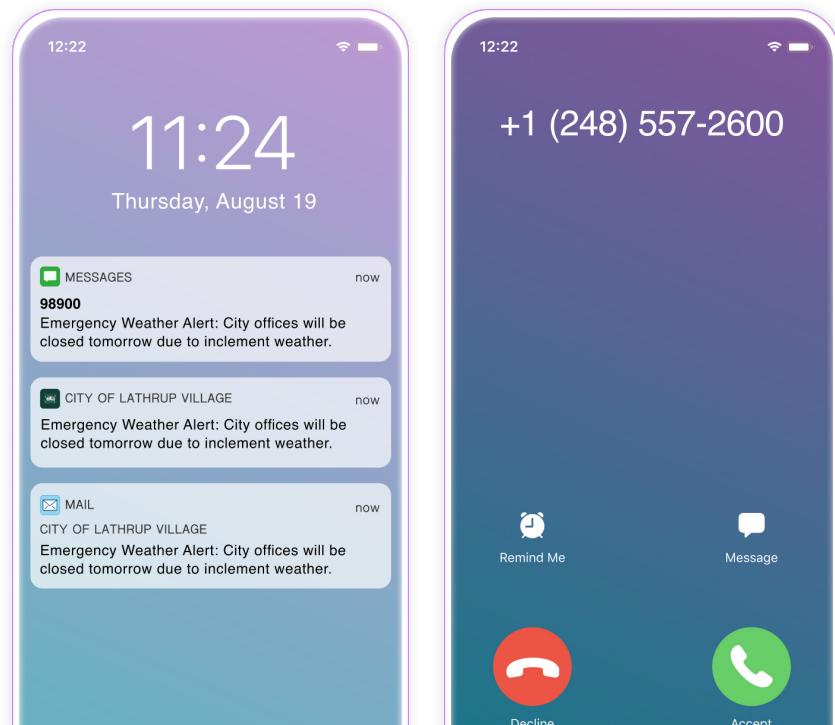
!

Emergency Weather Alert: City offices will be closed tomorrow due to inclement weather.

Add Message*

Emergency Weather Alert: Town offices will be closed tomorrow due to inclement weather.

- ✓ Multi-channel notification (Text Message, TTS, Voice, Email)
- ✓ Emergency Alerts
- ✓ Automated Attendance
- ✓ Notifications
- ✓ Analytics
- ✓ Over 135+ languages supported



Keep Your Community Engaged

Newsletters give City of Lathrup Village a simple way to create and share consistent, professional newsletters. With built-in templates, collaborative editing, and AI-assisted writing tools, your staff can quickly produce clear, on-brand updates without needing design experience. Newsletters helps your team communicate effectively, keeping everyone informed and connected.

Collaborative Newsletter Builder

Spend more time on your message and less time setting up your newsletter with an easy drag-and-drop email builder. Collaborative editing allows multiple people to add content to a newsletter at once, letting everyone help make each newsletter as useful and informative as possible.

The screenshot shows a collaborative newsletter builder interface. At the top, there's a toolbar with 'Draft' (highlighted in orange), 'AS', 'NW', 'JP', and '+17' (indicating other users editing). Below the toolbar is the newsletter preview for 'The Lathrup Village Connection' dated July 10, 2025. The preview shows a header with the village logo and name, a 'Highlights and Happenings Across Our Community' section, and a sidebar with a color palette and hex code (#000000). On the left, there's a 'Brands' sidebar showing 'Animal Services' and 'Senior Citizens Club' with status indicators. At the bottom, there's a toolbar with text and color selection tools.

The screenshot shows a summary of newsletter controls and analytics. It includes a table of delivered, pending, and failed emails (4,385, 2,000, 500 respectively), a table of email opens (150,000 processed emails), and a pie chart showing open and unread rates. The open rate is 85% (100 unique opens) and the unread rate is 15% (48 unread emails).

Category	Value
Delivered	4,385
Pending	2,000
Failed	500

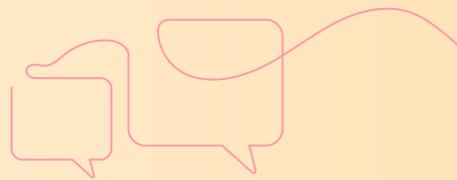
Category	Value
Email opens	150,000

Open rate: 85% (100 unique opens) | Unread rate: 15% (48 unread emails)

Newsletter Controls & Analytics

Know that your message is getting through with delivery statistics that can be understood at a glance. Want to know how your audience is engaging with each newsletter? There are metrics for everything from link clicks to time spent reading.

24/7 Customized AI Support



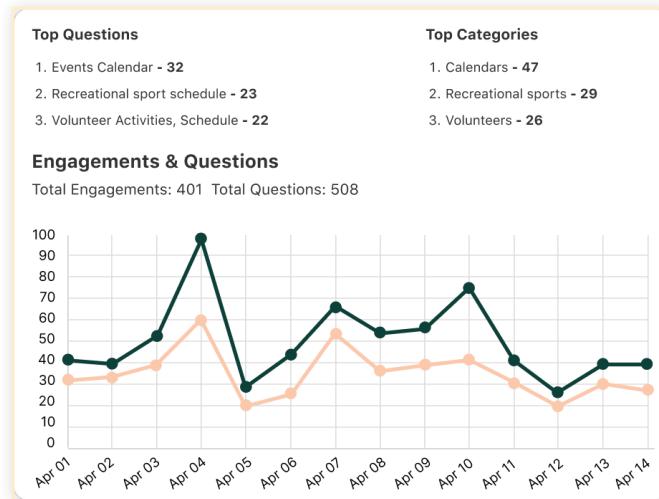
AlwaysOn AI Chatbot gives your community instant, around-the-clock answers through a branded AI-powered chatbot, freeing up your team while improving the support experience. Built-in analytics show what web visitors are searching for, helping you uncover gaps, optimize content, and strengthen your communication strategy based on real community needs.

Insightful answers, instant insights

Deliver instant answers around the clock. AlwaysOn gives your website visitors fast, reliable support that is trained only on your website.

Multilingual & Natural Language

Ensure equity and access across your community with a custom chatbot that understands 30+ languages and responds in the preferred language, with natural phrasing.



Turn insights into action.

See exactly what questions your community is asking, helping you identify trends and knowledge gaps that you can fill with new web pages and proactive information.

- ✓ Discover what matters: The analytics dashboard reveals exactly what questions your community is asking.
- ✓ Predict and prepare: Identify information gaps and trends so you can create webpages and share info proactively.
- ✓ Reclaim staff time: Let our chatbot handle the repetitive questions while your team focuses on high-value interactions.

Secure, Accessible and Reliable



Trusted by 5,000+ school districts, schools, and local governments.

Successful partnerships are built on trust. Apptegy earns the trust of our clients by ensuring we deliver industry-leading security, privacy, accessibility, and performance. Apptegy, the first-of-its-kind publishing platform, is the single pane of glass behind which Apptegy's innovative products are administered. Apptegy is a cloud-based software application housed in Amazon Web Services (AWS).



Security and Performance

- ✓ Apptegy follows the National Institute of Standards and Technology (NIST) Cyber Security Framework (CSF)
- ✓ Apptegy maintains security and compliance certifications and assessments, including SOC2 Type 2
- ✓ 99.9% Uptime



ADA and WCAG Accessibility

- ✓ Apptegy enables WCAG 2.1 compatible website development
- ✓ Your partner in ongoing ADA accessibility



Data Privacy

- ✓ Apptegy is an iKeepSafe Certified platform
- ✓ FERPA Certified
- ✓ COPPA Safe Harbor



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We have been utilizing Apptegy for our website, social media, and city app, and our experience has been very positive. They've done a great job promoting our new app, resulting in a favorable response from our community.



Beth Wilson

*Director of Economic Development
City of Marion, AR*

Growing Together

We don't want to be just another software tool you're using. We want to be your partner in engaging your staff and your community. This starts in implementation, continues through unlimited training and support, and lives in the long-run through continued product improvement.



99% Retention Rate

Apptegy boasts high growth and, most importantly, high retention. More clients have selected to move to Apptegy than any other provider in the last 5 years and 99% have stayed with us because of the support and tools they get with Apptegy.

400+ Employees

All of our staff are in-house, full-time Apptegy employees. This gives us a unique advantage in responding quickly to questions and making improvements with you.

1.6 Million Residents

We serve 176 municipalities and 5,000+ school districts.

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I could not have been more pleased with how the Apptegy team worked with my team on the launch. If you're considering upgrading your web platform, you will absolutely be well served.

Patrick Ward

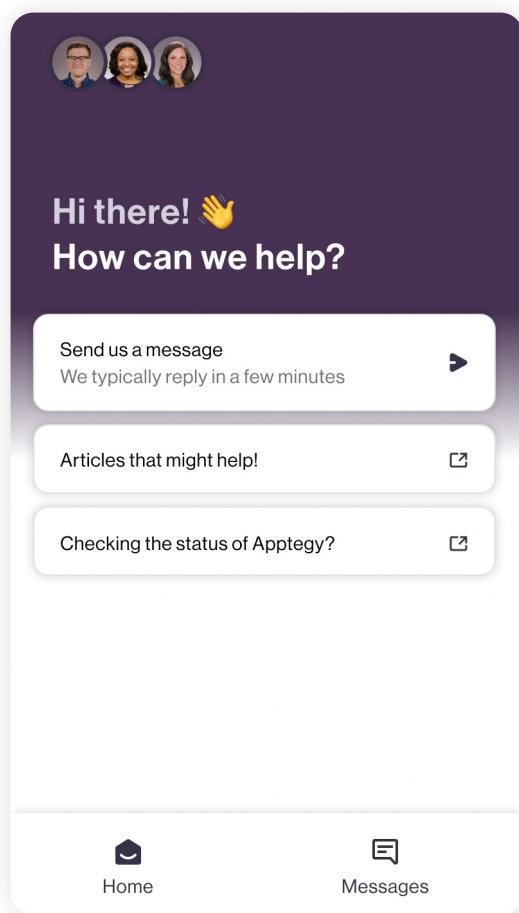
Mayor

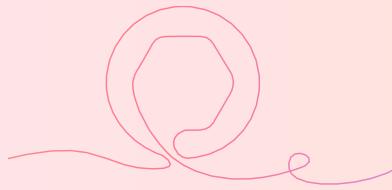
City of Lyndhurst, OH



Unlimited 1:1 training and 1:1 support for all staff

We will work with every staff member both for training and also for support throughout our partnership. This means you don't have to provide tech support internally and can rely on us to make sure you're using Apptegy effectively. When we're talking about support, we're not talking about "opening up a ticket" and waiting days for a response. **Our support is real time over the phone and over chat and is 100% run in-house by a team of 90+. Our average response time is under a minute.**





Pricing

Alerts and Engage Bundle \$2,000

Alerts & Mass Notification

Unlimited texts, voice calls, emails, call list updates

Engage

Unlimited number of newsletters, emails, and contacts

Always On Chatbot \$2,500

AlwaysOn: AI Chatbot & Analytics

Integrates with your website