

Case Study

**Incisive Media
reach their
audience's
inbox through
Upland Adestra
Deliverability
Workshops.**



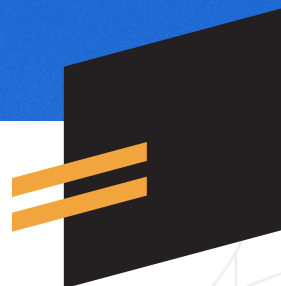
INDUSTRY
Digital Media & Events

COMPANY
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Incisive Media is one of the world's most established publishers in the Finance and Technology sectors. They bring award-winning journalism and analysis to the asset management, institutional pensions IT channel and enterprise technology sectors.



Incisive Media used Upland Software's Adestra to help their Marketing & Data Teams overcome deliverability issues and declining open rates. Through Adestra Deliverability Workshops, Incisive Media were able to identify the influencing factors affecting their sender reputation and actionable steps to dramatically improve their email results.



How do you improve sender reputation and make sure emails hit the inbox?

Incisive Media needed to solve low open rates

After a review with their Customer Success Manager (CSM), some tactical suggestions were made which stemmed the flow. Still, it was clear there was more that could be done with some advanced training on data selections and the impact of those on open rates, unsubscribes, complaints and ultimately how the inbox providers calculate sender reputation. Following the training, the marketers would have practical take-aways to dramatically improve their results using very focused and targeted lists.

Tailored Deliverability Workshops was the answer

As part of the regular account reviews, Upland Adestra's CSM suggested including a Premier Success Plan (PSP) be built into the upcoming contract renewal. This would mean projects could be realized throughout the year by securing the money up-front instead of making a case for budget at various points of the year. This created the opportunity to utilize Upland's Services and have a Deliverability Consultant use hours from the PSP to review practices.

Both Workshops included an education element but most importantly, practical recommendations looking at real examples of campaigns. Time was set aside from the PSP for follow ups that included a healthcheck on sender reputation for Incisive Media using Return Path Software.



For Incisive Media, Deliverability workshops highlighted the 'why' behind low email engagement

A healthcheck on sender reputation, contact frequency, and copy gave them actionable insights

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Feedback from the Incisive's Marketing team was very positive

Within a few days, the team implemented many recommendations and saw immediate results with two campaigns with the same content and audience:

Campaign 1

Pre-workshop recommendations, their open rate was 9.7% compared to 26% for post-workshop recommendations implemented.

Pre-workshop recommendations, their click through rate was 1.1% compared to 2.9% post-workshop with recommendations implemented.

Campaign 2

Pre-workshop recommendations, their open rate was 8.8% compared to 24% for post workshop with recommendations implemented.

Pre-workshop recommendations, their click through rate was 0.9%

compare to 2.0% for post workshop with recommendations implemented.

Both campaigns generated in excess of 400% more volume of leads too, despite being sent to almost half the list size.

What's next?

Incisive Media intend to replicate the project with Upland Adestra every 6 months using the Premier Service Plan to look to maintain / improve on a regular basis. The Premier Service Plan will be used to fund another project with Upland Adestra's Professional Services team.

Results for Incisive Media

400%

More volume of leads

Despite being sent to half the list size

26%

Open rate

Compared to 9.7% in pre-workshop results

2.9%

Click through rate

Compared to 1.1% in pre-workshop results

Upland Adestra

Email automation, built to suit your needs.

Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.