

A dramatic 90% reduction in production time transforms email for ABPG

Using the Upland Adestra platform for email automation

Publishing & Media

Arkansas Business Publishing Group (ABPG) is a magazine and newspaper publisher based in Little Rock, Arkansas, US.



The Challenge

ABPG wanted to streamline its email sending process. Prior to working with Upland Adestra, in order to send an email the team would have to go through a time-consuming and often cumbersome course of action involving different teams across the business. They were reliant on their designers to create multiple PDFs, and the web development team to code the campaigns from scratch every time. They had no way to collaborate in one system, so manual processes were the norm.

The Solution

ABPG decided to move their email marketing communications over to Upland Adestra. Once in place, Upland Adestra's Digital Design team built a modular template for ABPG, which included all the possible content layouts that might be needed on a day-to-day basis. This meant that the previous laborious processes involving different teams were eradicated.

The Marketing team were now empowered to build and execute email campaigns independently. ABPG also benefited from deliverability support tools within Upland Adestra's platform, allowing them to see a campaign's spam score and receive information to help them improve their deliverability and avoid spam traps.



Objectives

- + Reduce the time and resources it took to launch email campaigns.
- + Improve the communication process with prospects by making sure current subscribers were engaged.

Results

- ✔ Email campaign creation time reduced by 90%.
- ✔ Average open rate of 20% across ABPG campaigns.
- ✔ The sales team have seen a notable uplift in prospects responding to messages.
- ✔ More time to invest in strategic planning for its email program and focus on helping readers derive more value from its publications.



The Result

Using Upland Adestra's Email Editor, ABPG has now reduced email campaign creation time by 90%. Campaigns that previously took up to 10 hours are now executed in less than one hour. Following the adoption of the new template, ABPG has also observed a growth in engagement rates.

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“We are beyond pleased with how Upland Adestra’s template feature within its Email Editor has impacted our ability to get out quality emails quickly and efficiently. To be able to send better emails using less people and taking less time is a huge win for a smaller company like ours”

-Devan Elbert, Managing Director, ABPG

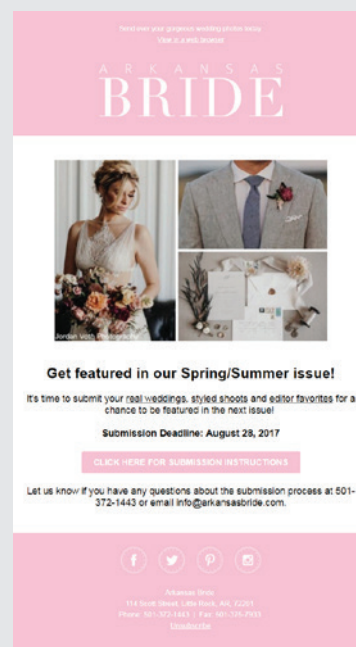


90%

Reduced campaign creation time

20%

Average open rates



Arkansas Bride email example

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.



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