New welcome program drives 15% increase in email-driven web traffic

Using the Upland Adestra platform for email automation

Beachcomber already knew the importance of engaging their subscribers right from the start with a welcome email.

But they wanted to capitalize on the initial interest, and nurture their new subscribers by extending the single email to a welcome series.

The Challenge

Beachcomber were sending triggered welcome emails from their website to new sign-ups. However, this approach didn't allow them to track the performance of these emails, and understand what these potential customers are interested in.

The Solution

The Upland Adestra Professional Services team created a form for Beachcomber to embed on their website, and automatically feed new subscriber data into MessageFocus. Then, using the Automation Program Builder, the Beachcomber marketing team quickly and easily created a three-part welcome series. By dragging, dropping, and selecting the appropriate campaigns and delays, they created the following program:

+ **First email:** thanks subscribers for signing up and explains a little more about their business

  • This is followed by a four day delay

+ **Second email:** encourages subscribers to explore the destinations offered by Beachcomber, giving a little bit more detail about each one

  • This is followed by a one week delay

+ **Final email:** is more sales-led than the previous ones, focusing on detailed offers from four particular hotels in their portfolio

beachcomber
the fine art of luxury travel

Objectives

+ Be able to track the success of welcome emails

+ Increase the conversion rate of their welcome program by extending it from a single email to a series

Results

✓ 36% click-through rate

✓ 15% increase in email-driven web traffic

upland

The Results

With the Automation Program Builder, Beachcomber have more accurate reporting on their welcome emails than ever before. This includes individual-level reporting on contacts that go through the program (with a live counter of the number of contacts in each stage) and on their engagement (opens and clicks).

Their results are well above their industry average:

+ **First email:** 54% opens and 33% CTOR

+ **Second email:** 44% opens and 40% CTOR

+ **Third email:** 40% opens and 30% CTOR

The most-clicked links in these emails focus on calls-to-action around booking, with Mauritius as the top destination.

Beachcomber now have better visibility into the performance of their welcome emails, and the ability to act on behavioral data. They are now working on using behavioral data to personalize the content of future emails based on the destinations that their customers have shown an interest in.

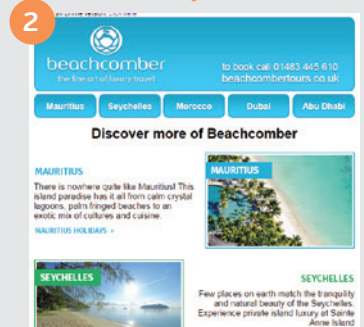## Could email automation help you boost sales?

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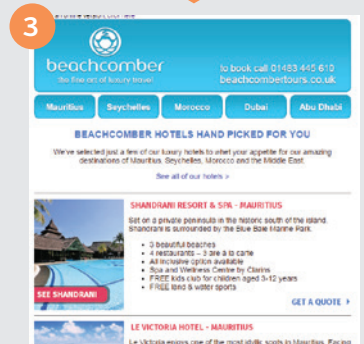

A snapshot of Beachcomber's welcome program from Upland Adestra's Automation Program Builder

Subject line: Thank you for registering with Beachcomber

Subject line: Discover some of the most stunning places on earth

Subject line: We've chosen some luxury just for you

Welcome program

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