

Better targeting, segmentation and optimization drives 53% increase in RPE for Blinds To Go

Using the Upland Adestra platform for email automation

Retail

Blinds To Go, Inc. has been providing the finest quality blinds and shades at the lowest, factory-direct prices – delivered fast and custom made to a customers' specification for over 60 years.

The company retails its products online and through over 80 superstores.

The Challenge

Blinds To Go was seeing inbox placement of around 30% for the major provider on their list. They were sending the same 'one-size-fits-all' content to everyone, with minimal segmentation and targeting, resulting in low engagement and high customer attrition. Additionally, they also had limitations on reporting, which meant they were unclear on the real size of their active audience.

The Solution

Upland Adestra provided Blinds To Go with a dedicated IP address and deliverability advice to help them better manage their sender reputation. This included adjusting email frequency dependent on the level of engagement.

Blinds To Go also worked with Upland Adestra to develop a segmentation strategy based on purchase history and email engagement. They identified eight segments from 'new subscribers' through to 'lapsed email subscribers' and 'lapsed purchasers'. Then, they adjusted their messaging and approach dependant on the segment they were targeting in their email communications.

Next, they worked with Upland Adestra to formulate a testing strategy across their business as usual and automated campaigns. They focused on improving open rates and click-through rates by optimizing subject lines, pre-header text, image placement and offer incentives.

Lastly, Blinds To Go implemented a re-engagement strategy. An automated email program was developed to target disengaged subscribers, and providing these contacts with unique discounts, as well as other offers and reasons explaining why they should engage with their email communications.



Objectives

- + Improve inbox placement
- + Deliver relevant and personalized content to customers
- + Increase long-term customer engagement ensuring Blinds To Go are front of mind for purchase

Results

- ✓ 53% average increase in RPE
- ✓ 100% inbox placement

The Result

Blinds To Go reached 100% inbox placement across their seed-based reporting, with strong and consistent open rates across all Internet Service Providers (Gmail, Yahoo, Hotmail).

By developing a segmentation strategy and improving customer targeting as well as the relevance of their content, Blinds To Go have seen an impressive average increase of 53% revenue per email delivered (RPE).

What's next?

The Blinds To Go team are planning to develop their content strategy further by identifying what can increase and increase the click-through rate. They plan to use email and website behavioral data to drive dynamic content in their email campaigns. They are also planning to improve subject line optimization by including relevant and personalized messages.



53%

Average increase in RPE

100%

Inbox placement



Blinds To Go example email campaign

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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