

BMJ empower their marketers by automating their data processes

Using the Upland Adestra platform for email automation

Publishing & Events

BMJ is a global healthcare knowledge provider with a vision for a healthier world.

They share knowledge and expertise to improve healthcare outcomes. The company publishes one of the world's most cited general medical journals, The BMJ, alongside a further 70 specialist journals. BMJ also produces e-learning modules, events and clinical decision support tools that help healthcare professionals improve the quality of healthcare delivery.

The Challenge

BMJ send hundreds of campaigns daily, across multiple teams and geographies. Every campaign has specific data requirements and marketers liaise internally with the data team to obtain the data they need. Previously this was a manual process. The data team would query the database and provide marketers with exported data, which then had to be uploaded into the email platform. BMJ wanted to streamline the process as much as possible to save time and resource across all teams and empower marketers to generate campaigns quickly and responsively.

The Solution

BMJ worked with Upland Adestra to integrate Apteco FastStats with the Upland Adestra platform using the FastStats Discoverer functionality. BMJ use the functionality within Apteco FastStats to deliver lists into Upland Adestra in an automated fashion. Data is exported to a secure FTP. Upland Adestra's 'Remote List' functionality picks up the list and uploads it into the selected destination within the Upland Adestra platform.

Approximately 80% of BMJ's regular data selections are now set up as an automated process, running without intervention. For ad-hoc campaign requirements, the data team can set up a scheduled task in FastStats to upload the data list to Upland Adestra on a scheduled date and time.

Event data such as sent campaigns, open and click rates, and unsubscribes are automatically fed back into FastStats, where they can be used for future selections. For example, this allows BMJ to re-target subscribers who have previously engaged with a campaign.

BMJ



Objectives

- + Save time and resource by automating data processes
- + Empower marketers to plan and execute campaigns quickly and effectively
- + Improve data security and ensure compliance with relevant legislation

Results

- ✔ 80% of regular data selections have been set up as an automated process
- ✔ Campaign execution process streamlined by approximately 1 day a week
- ✔ More time for optimization and strategic planning

For their monthly journal campaigns, BMJ have streamlined their process even further by using the conditional [dynamic] content feature in Adestra to serve tailored content by segment. The contact lists are automatically updated in Adestra after data and segmentation refreshes occur in FastStats.

Example use case: Sales Nurture Program for ‘OnExam’

The prospect data selection is made in FastStats, which is automatically uploaded into the Upland Adestra platform and fed into an automation program. Once in the program, prospects are sent on different paths dependent on whether [or not] they engage with a campaign or complete a purchase.

Results

Automating their data processes has streamlined the campaign execution process for BMJ by approximately 1 day a week. The time saved has been utilized for strategic planning to drive even greater efficiencies and better targeting of campaigns. As well as saving time, an additional benefit is improved data security, ensuring BMJ are compliant with the relevant legislation.

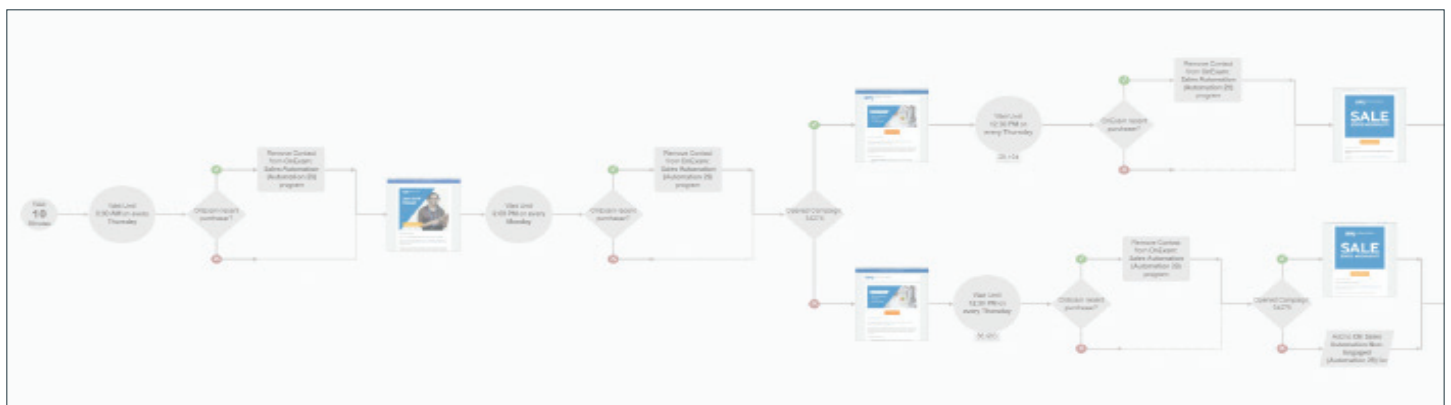
What’s next?

BMJ now plan to utilize the conditional content feature across more campaigns, which will drive even more personalization whilst lowering the number of lists and copies of campaigns in Upland Adestra.



80%
Data automated

1 DAY SAVED
Per week



BMJ's Automation journey

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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