

C+D boost advertising revenue by 29% as a result of improved engagement

Using the Upland Adestra platform for email automation

Publishing

The C+D marketing team were concerned about decreasing engagement rates across their newsletter portfolio.

In fact, a significant proportion of their database had not opened or clicked for some time. However, they managed to turn this around with engagement boosting strategies, which resulted in increased advertising revenue, active subscribers, and engagement rates.

Who?

Chemist and Druggist (C+D) is a multimedia publisher aimed at the pharmaceutical community in the UK. They are at the forefront of providing the latest news to people working in this sector, informing and supporting them since 1859 in both print and digital channels.

The Challenge

A disengaged database was of serious concern to C+D because:

1. Advertisers select C+D for their targeted audience of UK Pharmacists, as 78% of all active community pharmacists are registered with them. However, if subscribers are not engaging with C+D content, it makes it difficult to attract high quality advertisers and securing repeat bookings.
2. Repeated mailing of disengaged email addresses can affect the chances of getting through to the inbox.

A strategy was needed urgently to turn around the decline, and deliver healthy and sustainable engagement metrics to protect these revenue streams. offers from four particular hotels in their portfolio

The Solution

The C+D email team rose to the challenge and tackled falling engagement on three fronts:

Design Optimisation

Using Upland Adestra's Heatmap Report, the C+D team identified where readers clicked. They surveyed their engaged subscribers, and based on the findings, new designs were created and tested against the old ones.



Objective

- + Increase engagement rates of their three newsletters, to be able to secure future advertising placements

Results

- ✓ 29% uplift in advertising revenue
- ✓ 32% average open rate

Time of Day Testing

By carefully planning the editorial, and getting buy-in from colleagues to adjust their schedules, tests were performed over a 6 month period.

Re-engagement Strategy

Subscribers who are inactive for 6 months are automatically entered into a re-engagement program consisting of three campaigns. Subscribers who re-engage are returned to the active list, those who don't are unsubscribed. These emails continue to run in the background with minimal resource to maintain.

The Result

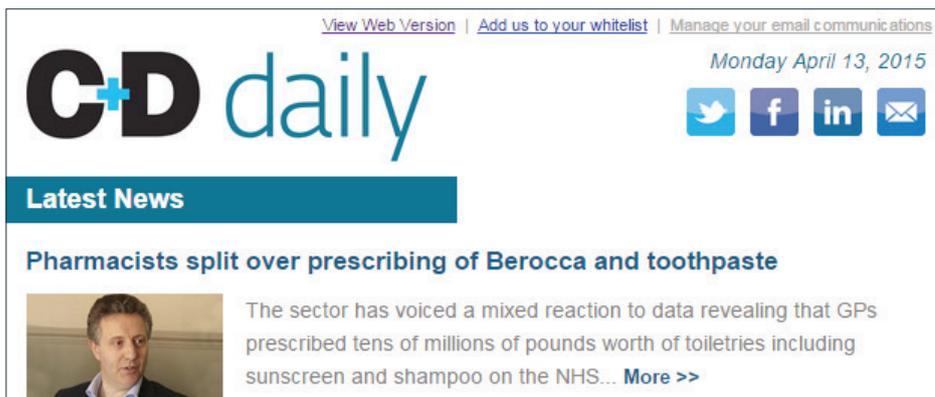
C+D have seen great results from the combination of these engagement-boosting strategies:

- + 29% uplift in advertising revenue
- + 32% average open rate

In addition, the active subscriber base increased by 15%, and the new template design achieved an average CTOR of 28% (3% uplift compared to the old template). To maximize engagement, successive tests revealed 3pm to be the optimal send time for their audience.

Are you not getting the desired engagement in your emails?

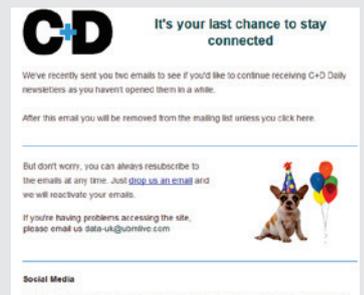
Each company is unique, so we take a proactive approach in understanding your background and needs when we evaluate the possible solutions. Get in touch today to see how we can help you achieve your marketing goals.



First re-engagement email is sent to contacts who haven't opened or clicked in 6 months.



If contacts don't engage with the first email within 7 days, they are sent a second one.



After another 7 days of inactivity, contacts are sent one last email asking them to confirm subscription. If they don't, they are automatically unsubscribed.

Re-engagement Strategy

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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