

# Dynamic email content leads to 400% increase in conversions for Black Friday email

Using the Upland Adestra platform for email automation

Retail

## The Diamond Store have won the prestigious UK Jewellery Awards two years running in 2013 and 2014, and have been nominated again for 2015.

Their mission is simply “Luxury with Confidence”. With their user-friendly website, avoidance of jargon and exceptional customer service they guide their customers to find the most suitable jewelry for their budget and help them make special occasions memorable.

### The Challenge

The Diamond Store knew that competition in the inbox on Black Friday would be intense. They wanted to make sure their campaign stood out and made a bold statement.

### The Solution

They decided to use a live countdown clock to create urgency and excitement around their 24 hour Black Friday sale.

This was achieved by working with Upland Adestra's Partner RealTime Email. The campaign had a bold simple design allowing the live countdown clock, which updates at the time of open, to have maximum impact. The Diamond Store launched a reminder email four hours before the end of the sale to create further urgency.

### The Result

The Diamond Store was really pleased with the performance of the campaign, both in terms of engagement (the click to open rate was 24%) and conversions.

We compared the performance of this email with previous ‘big sale’ campaigns featuring a similar single-minded design, but without the countdown timer. The uplift was impressive showing:

The Diamond Store plan to use the dynamic content technology to enhance their January sale campaigns, and to continue to monitor the impact of using this technology on campaign performance.



THE DIAMOND STORE  
LONDON



#### Partner

RealTime Email

#### Objectives

- + Make their Black Friday campaign stand out in the inbox
- + Create urgency around their 24 hour sale and increase email-driven conversions

#### Results

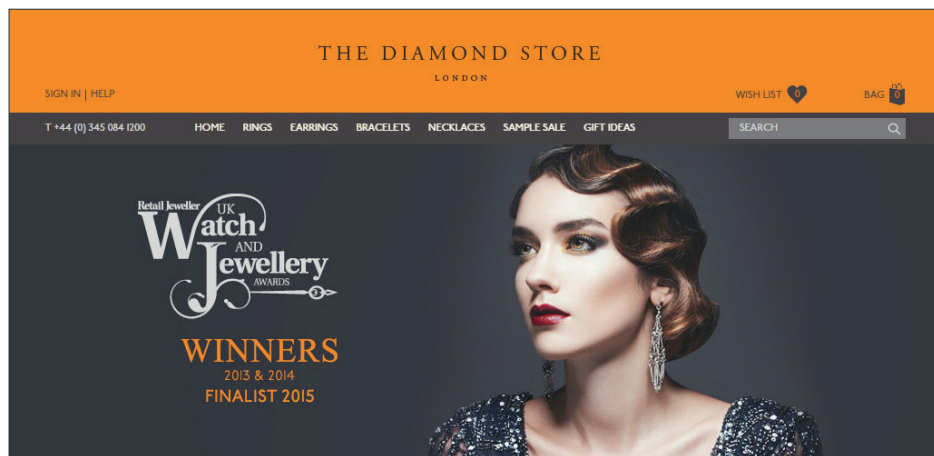
- ✓ 171% higher click-to-open rate
- ✓ 400% higher conversion rate



## Could email automation help you boost sales?

Contact Upland Adestra today to discover how we can help you take your email marketing to the next level.

RealTime Email brings email relevance to a higher order by enabling marketers to respond to each recipient's constantly shifting personal context, in real-time.



Landing page



**171%**

Higher click-to-open rate

**400%**

Higher conversion rate



Campaign preview

## 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](http://uplandsoftware.com).



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