

Figleaves executes seamless changeover between email service providers

Using the Upland Adestra platform for email automation

Retail

Figleaves are a UK- based, online, female fashion retailer who were founded in 1998.

Producing their own in-house collections of lingerie, nightwear and swimwear, each product combines premium quality with fit and style. Due to stocking such a large variety of diverse fashion garments it would be impossible to stock each range in store which is why the brand remains exclusively online.

The Challenge

The client's onboarding requirements included integration with their in-house CRM and e-commerce platform for transactional emails as well as configuration and advanced training. They had to be delivered within a restricted timeframe to ensure that email revenue was not impacted.

The Solution

The initial objective was to replicate existing structure and processes, but the scope was broadened to incorporate key identified improvements to maximize efficiency for Figleaves and to minimize the re-development required on their side.

The project was multifaceted and included the following elements:

- + **Account configuration:** Set up of workspaces and projects, data tables, unsubscribe handling processes and campaign presets to ensure campaign management is as efficient as possible for Figleaves users.
- + **Data integration:** Data imports of contact and transactional data enabling Figleaves to segment and target customers based on their purchase history. Daily exports of email event data allowing Figleaves to maintain a single customer view within their CRM database.
- + **Responsive Modular Template Solution:** Providing a modular Email Editor template reflecting the Figleaves brand and enabling fast, flexible campaign creation worry-free of display issues across multiple browsers and devices.
- + **Transactional emails:** Providing consultancy and working with Figleaves developers to trigger real time transactional emails (such as out of stock,

FIGLEAVES



Objectives

- + To execute a seamless changeover between email providers with no impact on email delivery and performance
- + To scope and deliver the most efficient set-up and processes
- + Deliver within specified timeframe and budget

Results

- ✔ Live and sending emails after 6 weeks
- ✔ The project was delivered to plan without impact on performance and email revenue.
- ✔ The Figleaves team were live and sending emails after 6 weeks, with the wider project complete within 3 months.

refund confirmation, shipping confirmation, payment declined) triggered via the Upland Adestra API.

+ **Training:** Delivery of custom new user and advanced training at Figleaves offices.

The Process

Upland Adestra's best-in-class onboarding process and Project Management were applied.

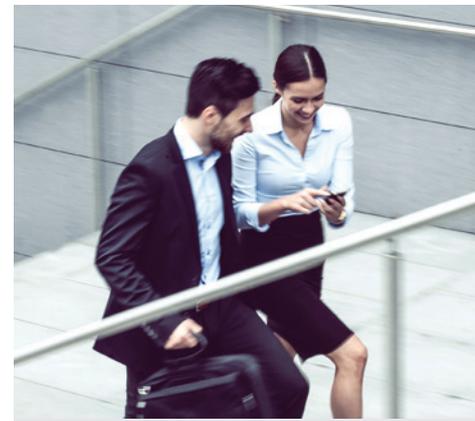
Discovery began as part of the pre-sales process, allowing Upland Adestra to identify objectives, scope and define deliverables of the project. A kick-off meeting was held with the client to review the project plan, deliverables, timescales and risk mitigation.

Stakeholders were identified on both sides and a project team was put together including experts across Upland Adestra teams: Technical Consultancy, Deliverability, Digital Design and Training. The project was led by an Upland Adestra Project Manager working closely with a project manager on the client side.

Regular weekly calls, maintenance of the delivery schedule and status report ensured progress and priorities were closely managed and any challenges were promptly overcome.

What's next?

Since go-live the Figleaves team have been setting up lifecycle automations within the Upland Adestra platform, including welcome, nursery, winback and re-engagement all going live over a 6-month period. These now generate around 10% of their email-driven revenue.



6 WEEKS

Live and sending emails

3 MONTHS

Project completion

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.



For more information please visit:
www.adestra.com