

# Future Publishing see increased revenue from using conditional content to drive personalized content

Using the Upland Adestra platform for email automation

Publishing & Media

## Future is an international publishing group and leading digital business.

Set up in 1985 with a single magazine, it has grown to a portfolio of over 200 print titles, apps, websites and events.

### The Challenge

Future Publishing's team wanted to enhance the performance of their cross-sell and up-sell campaigns by showing customers content that was relevant to them based on their current or lapsed magazine subscriptions. To incorporate this approach into their long-term strategy, the solution needed to be both effective and time-efficient.

### The Solution

Future used personalization and conditional content functionality in the Upland Adestra Email Editor, an interface which allows marketers to create hyper-relevant messaging, without the need to create multiple campaigns or code laborious HTML templates.

They wanted to test the effectiveness of these tactics as a proof of concept prior to rolling out more widely as part of their email strategy.

The team decided to run a split test, in which conditional content was tested against a control. The magazine binder up-sell campaign was sent to active and lapsed subscribers as well as item purchasers. In variant A, the image showed a binder design matching their current subscription or previous purchase. In variant B (the control), a range of binder designs was shown.

The Future team have also used conditional content in cross-sell campaigns for their design and photography titles. The objective of these campaigns is to encourage customers to subscribe to other titles in their area of interest. For active subscribers, the email was personalized with their name and current subscription and other complementary titles were shown. These titles were shown using conditional content rules to drive the content hierarchy [showing the next priority product based on their existing subscription].



### Objectives

- + Deliver relevant and personalized content to subscribers
- + Improve engagement and conversions
- + Test the effectiveness of their personalization tactics

### Results

- ✔ 9.9% conversion rate achieved by the crosssell campaign
- ✔ 34% open rate achieved by the cross-sell campaign
- ✔ 9.9% conversion rate achieved by the cross-sell campaign
- ✔ 73% open rate achieved by TeamRock+
- ✔ 39% CTOR achieved by TeamRock+

They also used conditional content in a campaign to get new subscribers to register for their online portal TeamRock+. Conditional content is used to drive a dynamic banner matching their current subscription. Voucher codes functionality is used to deliver a unique voucher code giving subscribers access to TeamRock+.

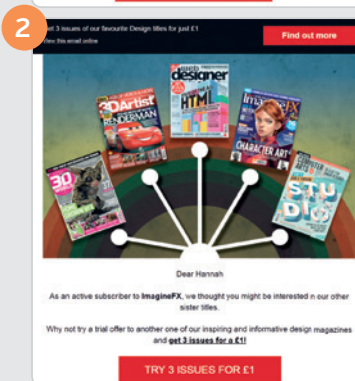
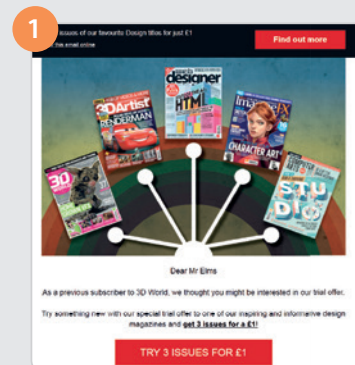
## The Result

For the binder upsell campaign [A/B split test], the conditional content variant delivered twice as much revenue compared to the nonconditional content variant.

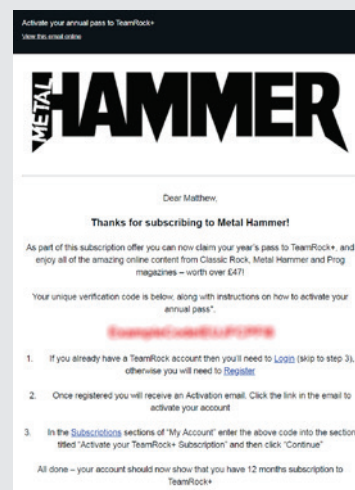
The design cross-sell campaign achieved a healthy 34% open rate and a 9.9% conversion rate. The photography cross-sell campaign achieved a 4.8% conversion rate. The Future team were pleased with the uplift on similar campaigns sent previously.

The TeamRock+ email saw an impressive 73% open rate and 39% CTOR, plus an 11.3% redemption rate on the unique code.

These results indicate that conditional content is a powerful tool to drive relevant and personalized content, improve the customer experience and ultimately improve email ROI.



Cross-sell campaign emails



TeamRock+ campaign example

## 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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