

Saving time with the MessageFocus API

Using the Upland Adestra platform for email automation

Publishing

Following a business acquisition, Intent Media found that their workload had increased considerably as a result of the number of titles added to their portfolio.

They needed to accommodate the needs of the new magazines without increasing the human resources already in place.

The Challenge

BHow do you send more email campaigns without draining your resources, or dramatically changing existing marketing procedures? Intent Media faced this particular challenge following a business acquisition, but today's competitive market has meant all companies need to find a way to do more with less.

The Solution

To overcome the challenges they faced, Intent Media decided to take advantage of content automation to ease the strain on internal resources. This would leave more time for the team to focus on strategic, rather than operational decisions.

Intent Media integrated their website with the MessageFocus API in two different ways. First, they used the Data Management features to automatically transfer data between their CRM system and MessageFocus. Second, they employed the Campaign Management features of the API to automate content for, and launch their email campaigns.

The Result

Using a bespoke XML feed meant that they didn't need to duplicate any content between their digital communication channels. Instead the information is transferred from their website straight into their email campaigns, saving the team considerable time.

The flexibility of the MessageFocus API enabled Intent Media to outsource their campaign management to a dedicated marketing agency. Further

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MEDIA



Objective

- + To automate as many email marketing processes as possible to cope with an increased workload

Results

- ✓ Fully automated email campaign creation process
- ✓ No increase in resource required

efficiencies were realised here, as the agency were able to work with Upland Adestra's Project Managers during the API's implementation stage, without the need for Intent Media to provide any additional IT resources.

Would you benefit from a more efficient use of resources?

Get in touch today to find out what automation could do for your business.

“Since switching to the Upland Adestra API, send failures have been eliminated and send speeds have improved significantly. We're looking forward to utilising more of the functionality offered by the API as we develop our email strategy further.”

-Stuart O'Brien, Intent Media's Group Online Content Manager

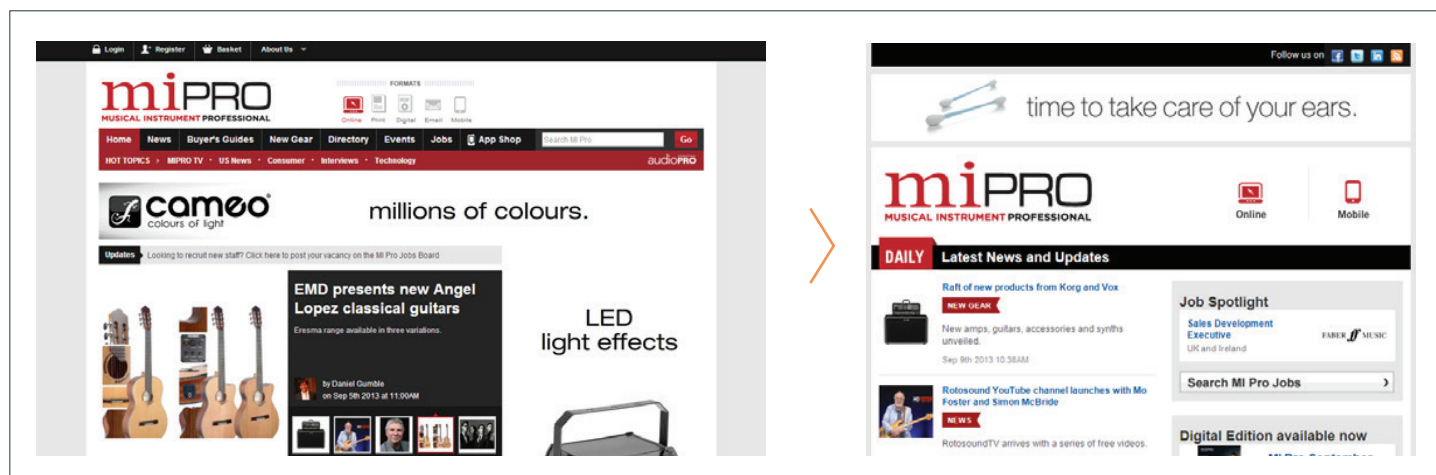


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The Campaign Process

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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