

# OECD's streamlined campaign creation enhanced results and database health

Using the Upland Adestra platform for email automation

Membership Organizations

## The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems.

It measures productivity and global flows of trade and investment, analyzes and compares data to predict future trends.

### The Challenge

**Program oversight:** With more than 20 newsletters being curated by communications staff across its different divisions, the OECD was not presenting a consistent image across its various audiences. Emails varied widely in look, quality and feel. Overall, branding was negatively impacted and there was no opportunity to develop best practice and share learning across divisions. Senior management could not judge the value of email as part of its communications toolkit nor its ROI.

**Ease of use & brand consistency:** The OECD was looking for a flexible, intuitive master template that could accommodate a wide variety of content requirements across all common devices, especially mobiles. The template needed to provide the building blocks for several different styles of campaigns and be easily usable by communications staff without any knowledge of HTML.

**Impact measurement:** OECD's senior management wanted to be able to measure the impact and ROI of its email efforts, in particular newsletters, and communications managers wanted to know which content elements worked and which did not and to be able to measure click-through rates.

**Data management:** Before the OECD moved to Upland Adestra, it was also challenged by not being able to have a holistic view of its contact management database including the level of engagement with emails and content, unsubscribe management and deliverability.



### Objectives

- + Deliver a consistent brand and messaging for email marketing across multiple divisions of OECD
- + Increase internal understanding of email marketing
- + Produce a reporting benchmark to analyze and review performance across all divisions
- + Through learning, enhance the quality of content to lay the foundations for renewals and new subscriptions

### Results

- ✓ 93% decline in bounce rates
- ✓ Reduced campaign creation

## The Solution

Upland Adestra assisted the OECD in the initial planning stages with a strategic customer success workshop to identify key areas of focus and ensure engagement growth. The workshop covered several Upland Adestra customer success pillars including Digital Design, List Growth & Data Management, and Testing and Optimization.

The Email Editor was used to build the email template, which allowed for layout modules to be designed, coded and tested by an Upland Adestra email designer and then allowed communicators to re-arrange, repeat and edit modules to meet their requirements. Upland Adestra's Digital Design team created the template to be fully responsive across all widely used mobile devices.

Following that, the OECD had regular interactions with their Upland Adestra Account Manager to continue the strategic development of their approach to email, help establish best practice and showcase the value that email brings to the business.

## The Result

Using the new template reduced campaign creation time from a week to just over a day which not only produced cost savings, it allowed the OECD staff to focus more time on strategy and optimization.

One of their first strategic moves was to build a data management plan with the aim of cleansing their data. This resulted in an overall seven percentage point increase in open rates and a decline in bounce rates by 93% over the last 12 months, proving that time spent data cleaning is time well spent.

## What's next?

With more time freed up to focus on email strategy, the OECD is now rolling out the solution to its overseas offices in Washington and Berlin. The next step is to ensure OECD's contacts are getting the information in which they are most interested. To achieve this, the organization is testing the implementation of a preference center focusing on a specific sector, with a view to eventually roll this out across the organization.

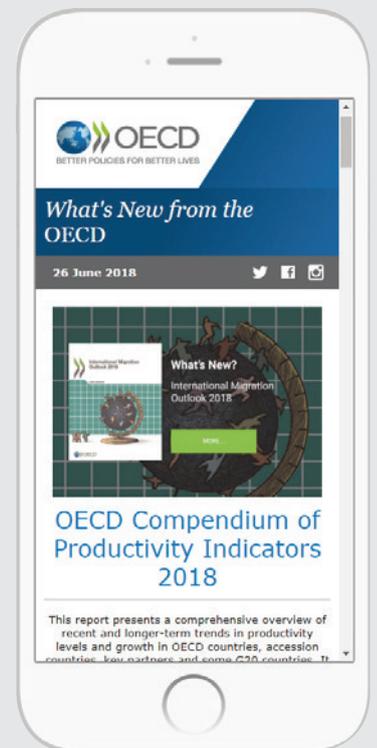


# 93%

Decline in bounce rates

# REDUCED

Campaign creation



OECD newsletter 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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