River Street Events achieve outstanding results with improved email design, continuous testing and optimization

Using the Upland Adestra platform for email automation

River Street Events was established in 2013.

They manage the highly successful and renowned portfolio of BBC Good Food Shows and BBC Gardeners' World Live. These shows have a 24 year heritage and are regarded as some of the most successful consumer events in the UK.

The Challenge

River Street Events operate in a competitive market with many other events and experiences competing for share of pocket. Email is a key channel for driving ticket sales. The marketing team had noticed a decline in email performance over time, and on moving to Upland Adestra, were determined to turn this around.

The Solution

River Street Events worked with Upland Adestra on three key initiatives:

1. A suite of new mobile responsive templates

2. Streamlining data processes to make campaign processes more efficient and allow greater segmentation and targeting

3. A program of continuous testing and optimization

River Street worked with Upland Adestra's Digital Design team to create a suite of new mobile responsive templates for their promotional campaigns and newsletters.

These templates needed to:

+ Deliver a great user experience across devices (mobile responsive)

+ Meet BBC Good Food brand guidelines

+ Accommodate commercial advertising space in a non-intrusive way

A modular approach was used for the templates which allowed River Street considerable flexibility to match the content for each campaign to the most appropriate layout. An automated data integration with their customer database was set up ensuring that the latest data was available in MessageFocus for accurate targeting. A feedback loop passed relevant data back.

RIVER STREET

Objective

+ Increase engagement with their emails

Results

✓ 16% increase in open rates

✓ 23% increase in clickthrough rates

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The final key initiative was a program of continuous testing and optimization to improve open, click-through and conversion rates, focusing on:

+ Day of send testing to improve open rates

+ Subject line testing to improve open rates

+ Video content to improve click rates

+ Heatmap analysis to improve click rates

+ Ticket offer: landing page vs booking page to improve conversion

The Result

The River Street team gained a number of insights from their continuous testing program. They identified days of the week and types of communication that performed better for different events. Using these learnings, they were able to optimize their campaign schedule. Great results were seen from the video content testing, with a 400% increase in clickthrough rates compared to campaigns without video content. Landing page testing enabled them to optimize their order process.

Looking at the results overall and comparing the performance of the Autumn events to the previous year, both open and click-through rates improved across the shows. In particular, BBC Good Food Scotland saw:

+ 16% increase in open rates

+ 23% increase in clickthrough rates

The commercial impact of this increase in engagement is significant, with every click worth on average £6.29 in ticket sales.
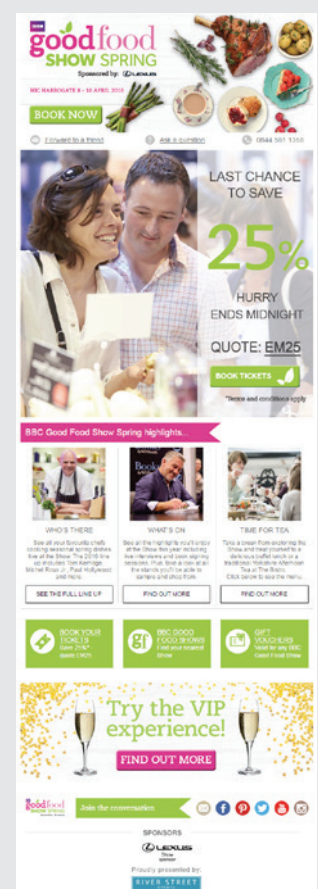
Do you want to increase engagement with your emails?

Each company is unique, so we take a proactive approach in understanding your background and needs when we evaluate the possible solutions. Get in touch today to see how we can help you achieve your marketing goals.

16%
Increase in open rates

23%
Increase in clickthrough rates

Email Campaign Example

About Upland Software

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