

# Truprint improve customer experience and double their conversion rate with automated programs

Retail

Using the Upland Adestra platform for email automation

## In a highly competitive discount-driven market, differentiating your brand and winning loyal customers is a challenge.

Truprint used automation to create a series of lifecycle programs that improve the customer experience, build relationships and ultimately increase conversions and customer lifetime value.

### Who?

Truprint provide high quality photos and personalized gifts at great prices. An established brand with over 30 years in the business, Truprint have held firm to their values from the heyday of film in the late 80s right through to Instagram and Facebook prints from mobile devices.

### The Challenge

Ordering digital prints is a multi-stage process for the consumer from creating an account, to uploading photos, to completing a purchase. Analyzing their website behavioral data, Truprint identified a significant 'fall-out' between each stage.

### The Solution

Upland Adestra worked with Truprint to design a series of lifecycle programs focused on meeting these objectives.

- + **Welcome Registration** – for new registrants
- + **First Order Activation** – targets new registrants who haven't yet made a purchase
- + **Post-Purchase Nurture** – targets people as they receive their new prints and recommends cross-sell products depending on the number of prints that have been purchased
- + **Winback** – targets customers who haven't placed an order with a discount offer. There are three iterations of the program triggered after 6, 9, and 15 months of no re-purchase. The program was extended from a single email to a two-stage program.

## TRUPRINT



### Objectives

- + Improve conversion rate from registration to first order
- + Improve conversion rate from single-buyer to multi-buyer
- + Cross-sell from prints to higher ticket items such as photobooks, canvas prints and calendars

### Results

- ✓ 163% higher engagement
- ✓ 100% higher conversion rate

Upland Adestra assisted Truprint in the planning stages with a strategic workshop to identify key interaction points and data requirements, provide best practice advice and design the customer journeys. The programs were built by the Truprint team using the MessageFocus Automation Program Builder over a period of three months.

## The Result

Comparing the lifecycle campaigns with the business as usual promotional campaigns over a two month period, the lifecycle emails saw:

- + 163% higher engagement
- + 100% higher conversion rate

This is despite far less reliance on discount offers.

From extending the winback program from a single email to a two-stage program, Truprint saw an impressive 64% revenue uplift in the first month. They now plan to add a further email to the series.

By automating these journeys, CRM Manager Charlotte Reilly has freed up time to focus on strategy and planning. This includes optimizing the performance of the existing programs and designing new programs to drive incremental revenue.

## Could email automation help you boost sales?

Contact Upland Adestra today to discover how we can help you make your data work harder with the use of powerful technology.



**163%**  
Higher engagement

**100%**  
Higher conversion rate



Newsletters

## 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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