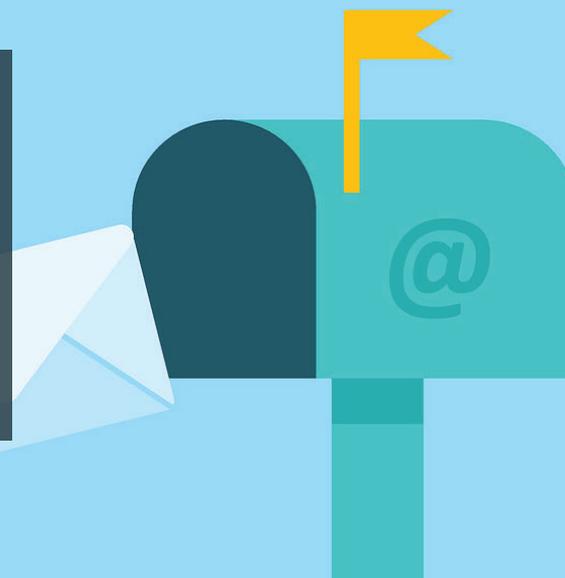# WhichBingo boosts overall email deliverability with Upland Adestra's support

Using the Upland Adestra platform for email automation

WhichBingo is the UK's leading Bingo comparison site.

The company also produces an annual industry report and holds a high-profile award ceremony in London each year.

The Challenge

WhichBingo has a deep pool of marketing content to promote the companies they work with. However, due to the nature of the industry it operates in (gaming and gambling), the copy used runs a high risk of being blocked by spam filters. This, coupled with historical bad practices, has led to poor deliverability rates and low subscriber engagement. Prior to moving to Upland Adestra, WhichBingo's inbox placement would peak at around 40%.

The Solution

After taking a course in email marketing best practice, Mark Wilson Smith, Sales and Advertising Manager at WhichBingo, requested a deliverability audit from Upland Adestra. Having a reliable and knowledgeable partner in this process was crucial to make sure that they improved deliverability and maintained it for the future. The audit and the suggested steps triggered a series of changes in the company's approach to email marketing which worked together to improve results.

Email structure changes:

+ Reviewing the use of sensitive copy – for example, replacing 'free' in the subject lines and body copy with 'complimentary' and swapping characters such as £ and % with their word equivalent ('pounds' and 'percent').

+ Improved domain management for sender details, images and template hosting

+ Optimizing subject lines, text-to-image ratio, image alt text and send times

+ Changed the IP address

+ Refrain from using URLs as display text

+ Switched to multi-offer campaigns to increase the chance of a subscriber clicking-through which indicates to spam filters that the message is valuable to subscribers, which helps to increase inbox placement

WhichBingo
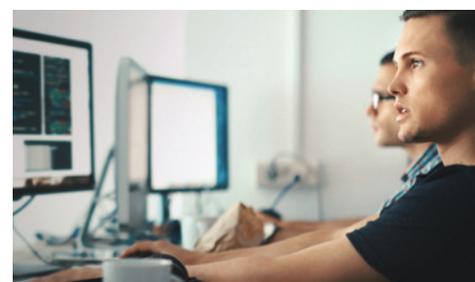
Objectives

+ Improve inbox placement and deliverability

+ Reduce bounces, blocks and spam rating

Results

☑ 2x+ deliverability rates

☑ Reduced spam rating from 3.1 to 0

☑ Reduced bounces from as much as 969 per month to 5-10

☑ Reduced number of average blocks per email from 252 to 0.3

☑ Increased deliverability from between 7 – 40% to 96% – 99%

upland

+ Changed the call-to-action button copy to reflect the action the subscriber will take and placed it above the fold

Data management changes:

+ Introduced SPF and DKIM validation

+ Segmented lists to target engaged users, gradually increasing the list size as campaigns became more successful

+ Separated the unsubscribe link in the footers from the preference center

+ Monitoring and removing invalid email addresses after each send

The Result

After working closely with Upland Adestra to address past delivery challenges and mitigate potential future issues, WhichBingo has experienced fantastic improvements:

+ Reduced spam rating from 3.1 to 0

+ Reduced bounces from as much as 969 per month to 5-10

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2X+
Deliverability rates
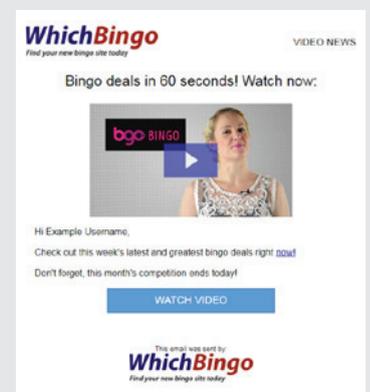
REDUCED
Bounces & blocks

WhichBingo email example

"Since then [i.e. the audit] I have been working very closely with Upland Adestra to address a variety of issues and get their recommendations. What's more, I have now become an avid reader of the blogs they post on their own website and watch their regular webinars too – both are a great source of 'best practice' tips and a look at future practices."

-**Mark Wilson Smith,** Sales and Advertising Manager at WhichBingo

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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