

Case Study

**Immediate
Media Co gives
BBC Gardener's
World magazine
readers a
completely
tailored digital
experience.**



INDUSTRY
Publishing

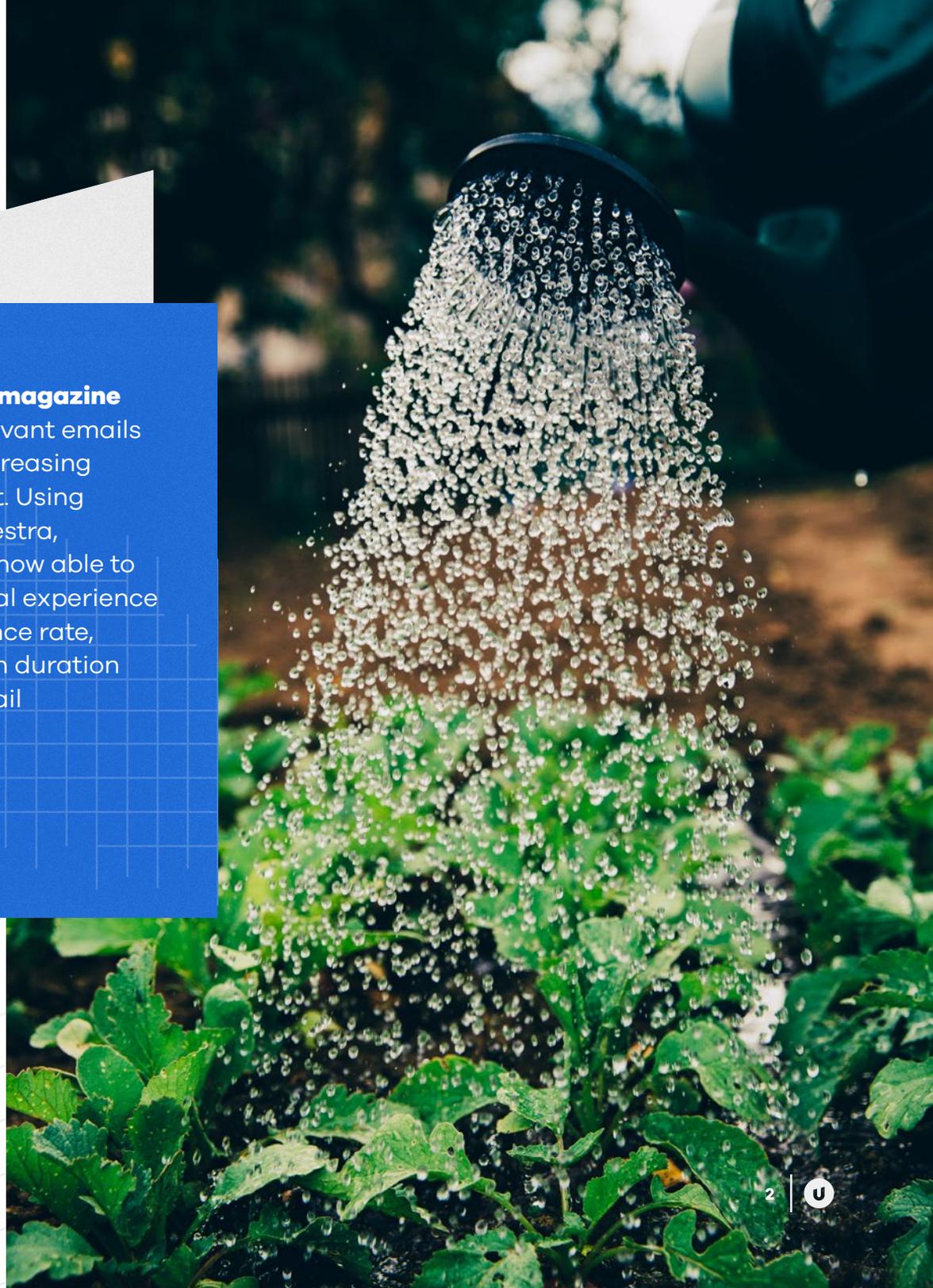
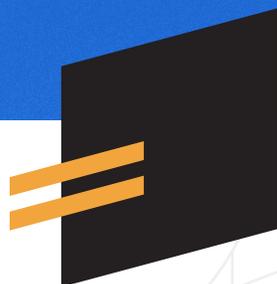
COMPANY
Immediate Media
London, United Kingdom
immediatemedia.co.uk

Immediate Media is one of the world's most established publishers of titles spanning craft, gardening, food, and many other areas.

For Gardener's World magazine

creating personal, relevant emails at scale was key to increasing audience engagement. Using Upland Software's Adestra, Immediate Media are now able to deliver a tailored digital experience resulting in lower bounce rate, longer average session duration and higher overall email engagement.

**IMMEDIATE
MEDIA**^{CO}



How do you deliver a truly tailored digital experience for every reader?

Immediate Media needed to turn data insight into action

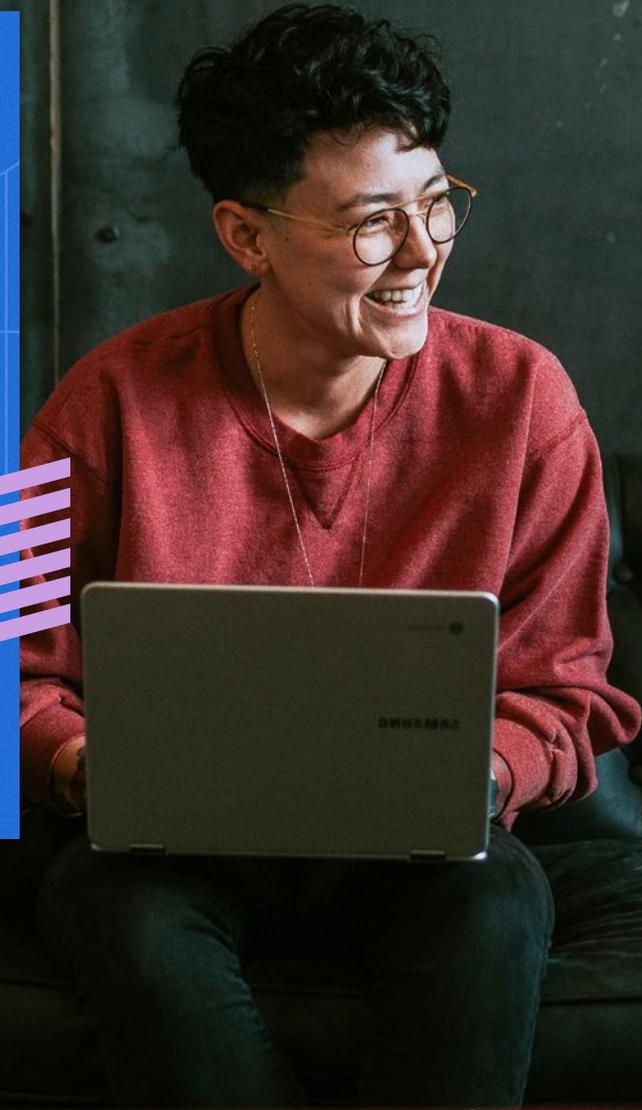
While online behavioural data was successfully captured for website visitors, the challenge for Gardener's World magazine was implementing this data into email, so readers receive emails full of content they loved. The need was simple, increase the relevancy of newsletters based on online behaviour, improve email engagement, reduce unsubscribe rates and build a scalable solution that can be rolled out to other titles.

Using Adestra split testing to find success

Immediate's tech-stack is heavily integrated with Upland Adestra so a feed could be created between Immediate's data warehouse and Adestra. For everyone logged into Gardenersworld.com, the emails they receive could be tailored to the type of gardening advice they need. In an attempt to test a hypothesis, gardeners who had recently logged in were targeted and a split test was created.

20%

The test showed an uplift of 20% in click-to-open rate vs. control, and a reduction in unsubscribes for campaign sends. The tailored group had a lower bounce rate, more pages per session, and a longer average session duration.



For Immediate Media, Adestra delivered tailored content to a control group resulting in a higher open rate

A tailored email experience drives greater engagement for Gardener's World

A control group received the editorially curated version on the BBC Gardeners' World magazine weekly newsletter. A test group received emails tailored with content viewed online and a subject line tailored with the main article according to one of 6 categories they fell into.

The test showed an uplift of 20% in click-to-open rate vs. control, and a reduction in unsubscribes for campaign sends. Google Analytics data showed that the tailored group had a lower bounce rate, more pages per session, and a longer average session duration. This means tailored emails drive higher engagement online.

What's next for Gardener's World?

BBC Gardeners' World will apply the learnings from this test for future magazine newsletters and extend this approach to other brands.

Immediate and Upland continue to work closely on developing product enhancements and driving a better customer experience for Immediate Media brands. This extends to exploring where Upland Rant & Rave's customer sentiment product can help brands act on customer feedback and contact these customers via Adestra.

Results for Immediate Media

Sessions	Pages/session	Bounce Rate	Users	Page views
10% Higher	6% Higher	7% Lower	11% Higher	16% Higher

Upland Adestra

Email automation, built to suit your needs.

Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.