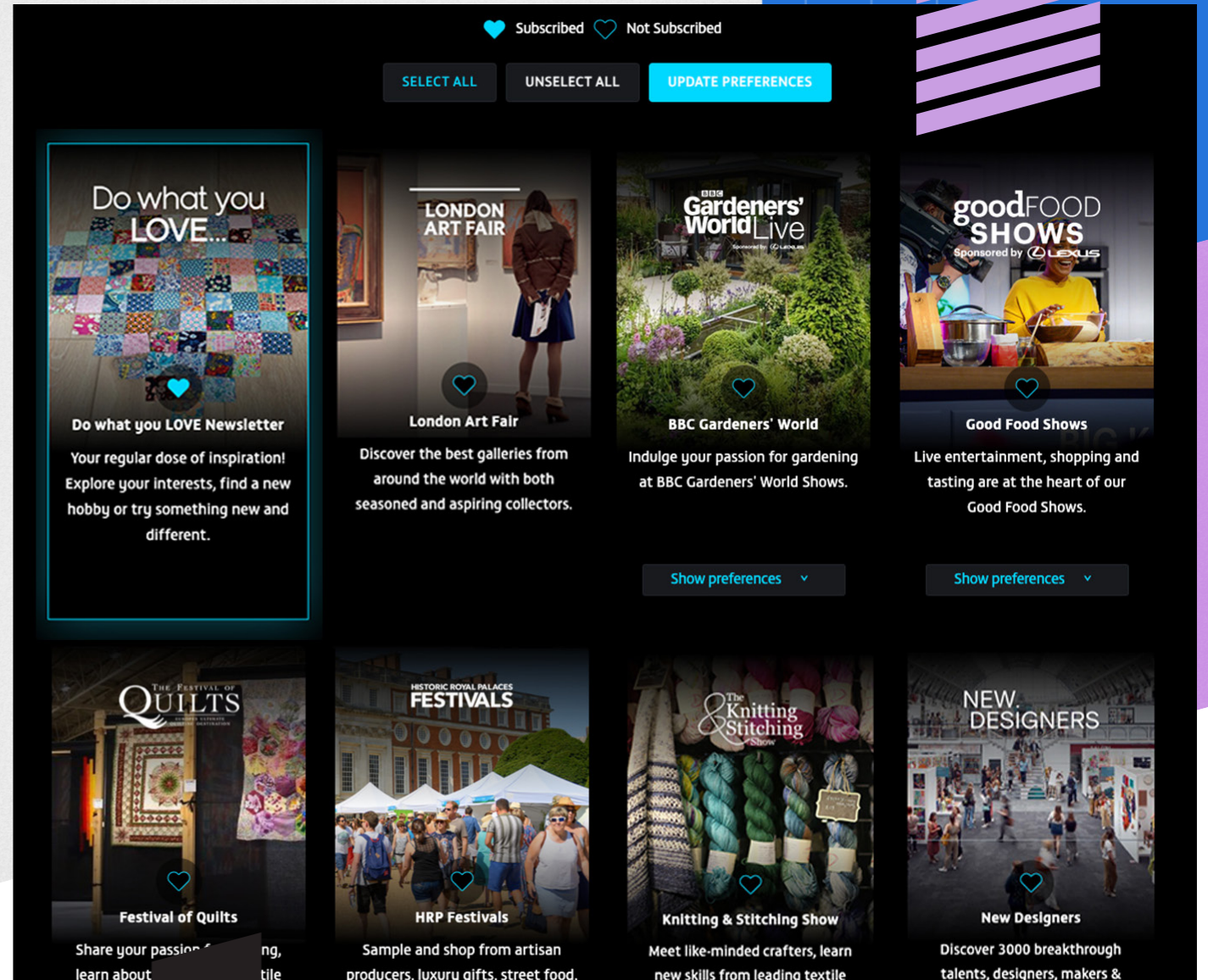




IMMEDIATE  
MEDIA<sup>CO</sup>

## Case Study

# Immediate Media reduces unsubscribes using Adestra's Preference Centre



upland

Adestra

**INDUSTRY**

**Publishing**

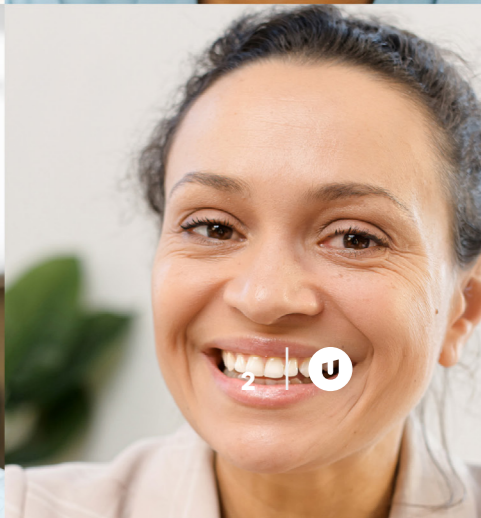
**COMPANY**

**Immediate Media**  
London, UK  
[immediate.co.uk](http://immediate.co.uk)

Immediate Media is the home to the biggest and most loved lifestyle brands in the UK, including Radio Times, Good Food, Nutracheck, HistoryExtra and BBC Gardeners' World Magazine. Immediate's iconic brands reach 21m people every month through its world-class magazines, innovative digital products and exciting live events.



**Immediate Live** (part of Immediate Media) is the UK's leading organiser of unmissable consumer events. They use Upland's powerful email platform, Adestra, to connect and inspire their audiences to attend their premium, passion-led events and experiences to share, learn, and participate in their connected interests



# Deliver engaging emails at every step of the marketing journey.

## Objectives:

- | Reduce unsubscribes across all brands
- | Provide a customer-centric experience for subscribers to receive emails on their terms - lessen email frequency or take a break
- | Provide an accessible and easy way for subscribers to update their contact details
- | Gather intelligence to understand why subscribers are opting-out from brands

## Results:

- | By using Adestra & Upland's Creative Services team, Immediate Live now uses a beautifully-designed and fully interactive Preference Centre that captures each of their brand's individuality while wrapped in their overall Immediate Live branding
- | Overall, reduced opt-outs across all brands
- | Saved 1,000's of subscribers from opting-out from all brands to just a singular title
- | Valuable intelligence gathered on why subscribers opted-out of brand communications (69% provided a reason)

*Immediate Live create events in art and design, textiles and craft, dance, food, and gardening throughout the UK and across the world. With such a large, and varying, subscriber base it is important for Immediate to capture their subscriber's latest interests to stem unsubscribes of brand communications*



# Immediate Live decreases overall unsubscribes using Adestra's interactive preference centre

## The Challenge

Building engagement with attendees comes naturally when your event is imminent. The real challenge is keeping them engaged in the 9 - 10 months in between events. Sending too many or not relevant enough emails will create high unsubscribe rates, which can lead to a negative affect on email deliverability.

Immediate Live wanted to take action to decrease their unsubscribes and increase number of event attendees throughout the year. Being at the forefront of customer-first email practices, Immediate also wanted to empower their audience by giving control of what and when they are emailed.

## The Solution

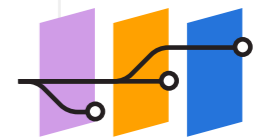
Adestra's Customer Success Manager suggested using Upland's Creative Services team to create a fully interactive, beautifully-designed, and easy to use email preference centre, which showcased its 14 individual titles and overall branding.

Ensuring Immediate Live had the latest and most accurate subscriber data, they also provided the ability for subscribers to easily update their contact details. Plus, with the option to determine the frequency they'd receive emails (e.g. once a month or every other month). This information was directly fed back into Adestra, which updated the contact and added them into an Automation Programme with the desired 'wait stage' automatically.

## What's Next?

The team at Immediate Live were delighted with their interactive preference centre. It is fully mobile optimised and no compromises were made on the look or complex functionality requested.

As for the future, Immediate Live look to continue learning from the intelligence captured in their preference centre and will act on further steps necessary to further enhance their eCRM programme.



## Results for Immediate

**10% retained**

of subscribers who were going to opt-out entirely to all communications

**69% provided**

insight as to why they opted-out, giving the Immediate Live team valuable knowledge to retain more subscribers

## Upland Adestra

Powerful email & mobile automation.

Stand out in the inbox with Upland Adestra's powerful, easy-to-use software. Accelerate conversions, engagement rates, and grow your engaged audiences.