



informa

Case Study

Informa drives increase in email engagement using Adestra's powerful testing capabilities



upland

Adestra

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Publishing

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Informa helps businesses and professionals in dozens of specialist markets to learn more, know more and do more. Informa operates in two main markets: Academic Markets and B2B Markets, this case study will focus on the latter, specifically on Informa Connect.



Informa PLC used Upland's Aestra to action a strong testing strategy to improve their email KPIs. To do this, they utilised Aestra's powerful testing capabilities (including multi-variant testing and Personal Delivery Time) for their existing events program. Informa's Connect Real Estate team saw an increase in their email engagement rates plus a higher rate of attendees at their events.



Deliver engaging emails at every step of the marketing journey.

Objectives:

- | Benchmark Informa's existing email performance and testing practices
- | Document & create a process for email testing efficiencies and improvements
- | Inspire other Informa business units to develop their own testing program and encourage cross collaboration

Results:

- | By using Adestra's powerful testing capabilities & Upland's Strategic Services team, Informa and Upland developed a well-documented, easy to adopt email testing strategy. It was then shared as an internal resource and use case at Informa
- | The thorough process tested the following: subject lines, call-to-action (CTA) button & placement, email content (layout, personalisation, colour schemes, etc.) and time of day/week, which powered Informa team to achieve (on average) the following:
 - | Increased click-through rates by 3.5%
 - | Increased event attendees by 32%

*Informa's Connect Real Estate team has a unique and dedicated group of attendees across their events throughout the year. They know that these attendees see a lot of email content so they launched a **test strategy** to help them **uncover how to make their emails stand out in the inbox and achieve more opens & clicks.***

Informa has increased its overall engagement using Adestra and its powerful testing features

The Challenge

Informa's dedicated Connect Real Estate team are always looking at ways to push the needle on their KPIs.

A recurrent challenge (that any team responsible for an email channel faces) is to make their emails stand out in the inbox and to achieve more opens and clicks. For Informa's team they specifically wanted to also increase the amount of attendees at their events throughout the year.



The Solution

Adestra's Customer Success Manager suggested using Upland's Strategic Services team to collaborate with Informa in developing an actionable, easy to adopt email testing strategy. They conducted a review of Informa's campaigns and shared Adestra's testing features & methodologies. The following features were used:

Multi-Variant Testing - available to test across multiple mobile & desktop devices. Used to test the effectiveness of subject lines and layout design choices

Personal Delivery Time - advanced email scheduling that analyses email metrics and determines the best time to send emails to each recipient

What's Next?

Informa's Connect Real Estate team are going to continue using Adestra's testing features and applying lessons learned from their successful strategy. They look to widen it to include A/B testing on their standard banners vs graphic banners and CTA button displays.

There is a potential future for other Informa business units to take this as a starting block to build their own strategic email testing initiatives.

Results for Informa

**3.5%
increase**

on average in click-through rates from test A to test B in their email testing program

**29%
increase**

in confirmed event attendees from the previous biennial event (497 attendees in 2022 to 643 in 2024)

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.