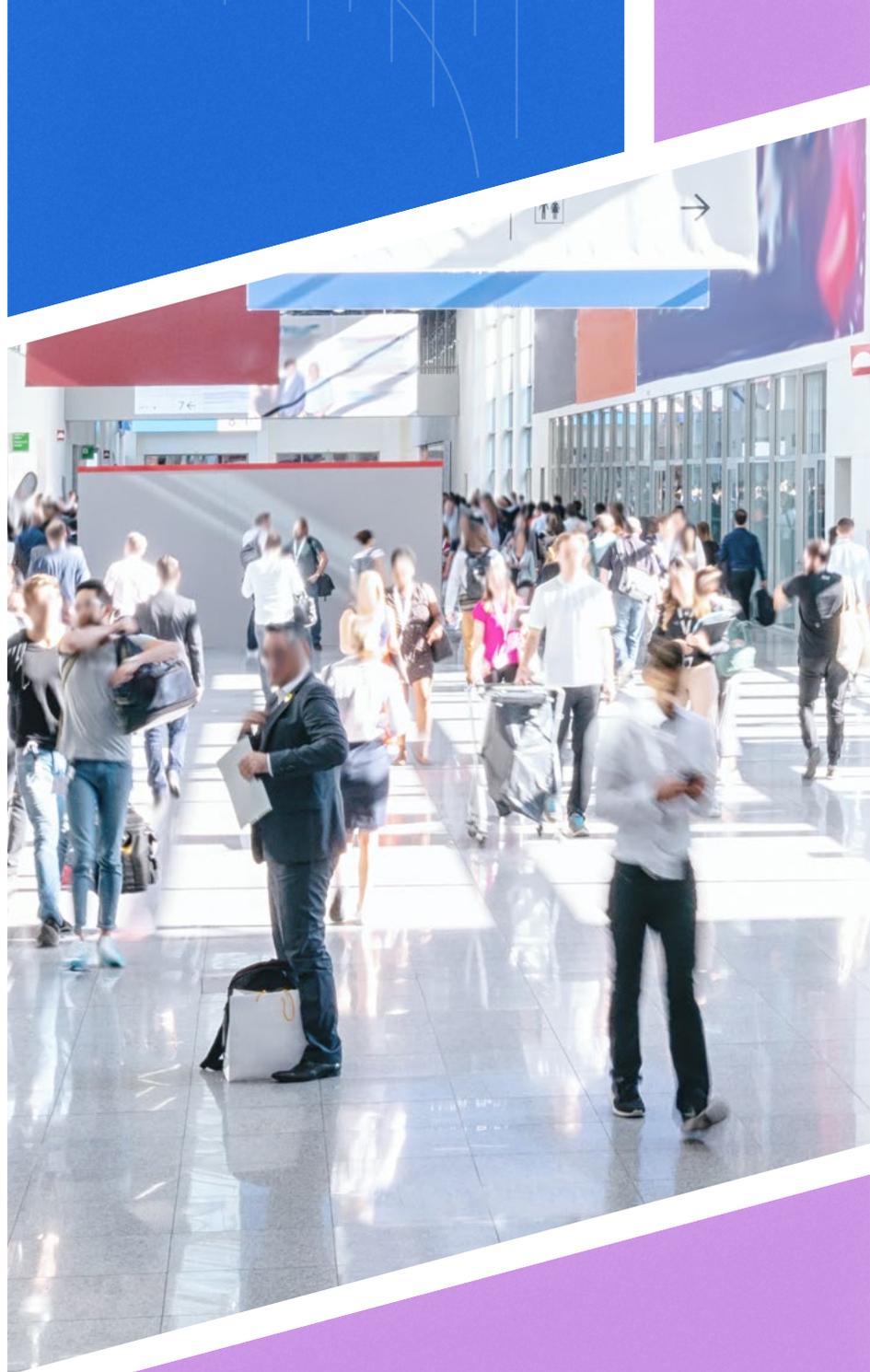


Case Study

IBC reinvigorates their email list with Adestra



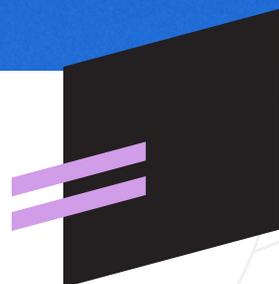
INDUSTRY
Trade Shows

COMPANY
**International
Broadcasting
Convention**
Amsterdam, Netherlands
show.ibc.org

The International Broadcasting Convention (IBC) is a long-running annual trade show serving the media, entertainment, and technology industries.



The IBC team used Upland Adestra to cleanse their database. After finding out who was already engaged, they sent a re-engagement campaign to the rest of their subscribers to find out who would still be interested in staying on the list. By focusing on engaged followers, they were better able to understand their core audience and tailor messaging based on user preferences.



How do you create an active and engaged list?

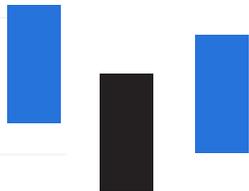


IBC sought to make sure their contact list wanted to hear from them

IBC had a database built up over several annual shows, but a large proportion of subscribers had not engaged with their emails for a long time. As a result, IBC was unclear on the real size of their active audience and did not want to continue emailing contacts who had 'emotionally unsubscribed.' IBC wanted a way to clean their list and re-engage contacts who still wanted to receive emails from them.

Adestra helped them find out which list members were still interested

The IBC used Adestra to launch a two-pronged re-engagement campaign. They started by finding out what portion of their large but partially dormant mailing list actually opened their emails. Then they invited inactive users to re-activate their subscription. With their refreshed list, they were able to get better insight into their subscribers' interests and deliver more relevant content.



IBC created a more focused list of subscribers

The plan included re-engaging inactive contacts

The IBC team designed a two-stage re-engagement strategy. The initial automation was a series of three emails sent to all contacts who had not opened an email in over two months. The emails contained content relating to the previous show and registration launch. If they opened any of these three emails, they were fed back into IBC's active list and removed from the program.

Anyone who did not engage during this program was fed into a second re-engagement journey – again a series of three emails, but this time with a more direct call to action asking recipients to

re-activate their subscription and complete their preferences. The emails reminded people of 'the best bits of being part of the IBC community'. Eye-catching subject lines were used to encourage opening, for example: '<Firstname> Come Back to IBC Today!' and 'Last chance or we'll have to say goodbye!'. Those contacts who did not open or click any of the three emails were unsubscribed.

Now, they can better understand their audience's needs

IBC achieved great results with this strategy. They re-engaged an impressive 16% of contacts

who entered the second program (6,614 contacts). They now have an active database of approx. 250,000 people. Following this project, they have seen an uplift in average open rates from around 14-17% to 25% and higher. As they began promoting the following year's show, they went into it with more accurate insights into their active audience. By segmenting their list based on what aspects of the show people showed an interest in, they were able to plan more effectively and generate better results from the email channel.

Results for International Broadcasting Convention

250,000 people
in IBC's active database

6,614 contacts
re-engaged in phase 2

25% and above
average open rates

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.