Adestra upland

Case Study

OECD enhance their email results by streamlining campaign creation

U OECD

The OECD provides a forum for governments to work together to seek solutions to common problems. It measures productivity and global trade and investment flows and analyzes data to predict future trends.

OECD

The **Organization for Economic Co-operation and Development** used Adestra to streamline their email campaign creation. By creating a flexible master template, they were able to give teams the building blocks to create content without knowing HTML. This helped create a consistent brand across divisions and allowed the OECD to measure their ROI on email campaigns.

How does an international organization create a consistent brand across divisions?

The OECD needed to bring their communications into alignment

With more than 20 newsletters being curated across its different divisions, the OECD was not presenting a consistent image to its various audiences. Emails varied widely in look, quality and feel, and there was no opportunity to develop best practices or share learning across divisions. Additionally, senior management wanted to be able to measure the impact of the newsletters and better manage their data.

Upland Adestra helped them streamline the process

Adestra helped the OECD set up an email template that would deliver a consistent experience to recipients. It also helped the communications staff produce effective email campaigns more quickly, without needing to know HTML. Using reporting from other campaigns, the teams were able to improve their content by seeing what worked. The organization also cleaned up its database, leading to a 93% decline in bounce rates.

Now, creation time is down and delivery rates are up

A flexible, easy-to-use template made all the difference

Upland Adestra assisted the OECD with a strategic customer success workshop to identify key areas of focus and ensure engagement growth. The workshop covered several Adestra customer success pillars, including Digital Design, List Growth & Data Management, and Testing and Optimization.

The Email Editor was used to build the email template, which allowed for layout modules to be designed, coded and tested by an Adestra email designer. Communicators could then re-arrange, repeat, and edit modules to meet their requirements. Adestra's Digital Design team created the template to be fully responsive across all widely used mobile devices.

Using the new template reduced campaign creation time from a week to just over a day which not only produced cost savings, it allowed the OECD staff to focus more time on strategy and optimization.

In addition to the email template, Adestra helped OECD build a data management plan with the aim of cleansing their data. This resulted in an overall 7% increase in open rates and a decline in bounce rates by 93% over the last 12 months, proving that time spent data cleaning is time well spent.

OECD's email campaigns are more effective than ever

The OECD can now deliver a consistent brand and messaging for email marketing across multiple divisions. They've produced a reporting benchmark to analyze performance, and through their learnings have enhanced the quality of their content to lay the foundation for renewals and new subscriptions.

The team has had regular interactions with their Upland Adestra Customer Success Manager to continue the strategic development of their approach to email, help establish best practices and showcase the value that email brings to the business.

Results for OECD

80% reduction
in the average time to create a campaign

93% decline
in bounce rates by cleansing their list

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.