Adestra upland

Case Study

The Jamieson Consultancy builds emails for their clients in minutes with Adestra

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The Jamieson Consultancy used Adestra to implement an email marketing campaign for their client, The Chord Company. Instead of creating emails from scratch, they were able to make smarter use of their time by automating the process through integration. This helped take email production from an hours-long process to a minutes-long process.

How do you streamline a lengthy manual process?

Jamieson needed a more automated way to create emails

When creating newsletters using the content published on The Chord Company's website, The Jamieson Consultancy would have to create an HTML email from scratch. This manual process was time-consuming since content had to be copied across multiple platforms. They realized that finding the right integration was necessary to make smarter use of their time by focusing on the email marketing strategy.

They built a system for their client that harnessed the flexibility of Adestra

Since their client was a WordPress user, The Jamieson Consultancy created a WordPress Plugin that worked with the Adestra Application Programming Interface (API) to easily access existing content. This allowed them to quickly import information from the site to be included in emails and build the email using WordPress' 'What You See Is What You Get' (WYSIWYG) editor. The information could then be sent to Adestra for implementation.

The Jamieson Consultancy has shaved hours off email creation

They can now access relevant content quickly and easily

The Jamieson Consultancy decided to create a WordPress Plugin to automate the email creation process. This plugin allows users to build and preview their email from within the WordPress admin screen, which is created much like a page or post. Users can choose to import already created content from posts, pages or products or choose to manually create content using custom rows and columns with a standard WordPress WYSIWYG editor.

The user is then able to customize the campaign by choosing from some of the options available in Adestra while still using the WordPress edit screen. These include a subject line or 'from' name or email. They can even choose from predefined lists – such as unsubscribe and suppression lists – that auto-populate. Once the campaign is created and the user is happy, the plugin sends the campaign to Adestra's platform using the Adestra API. This plugin also allows the user to go back later to edit options and content, before simply re-sending to the Adestra platform via the API.

Now, The Jamieson Consultancy can focus on more important things

Prior to the development of this plugin, the creation of an HTML email could take the team anywhere between 4 hours for a standard email campaign to 12 hours for a customized responsive campaign. Following the adoption of this new plugin, and by using the flexibility of the Adestra API, the client can create their newsletters within 5-30 minutes, allowing them to have full control over the design and content while giving them more time to focus on optimizing their email marketing strategy.

Results for The Jamieson Consultancy

5-30 min
campaign creation time

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.